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CATALOG

LETE

CESSORIES
MERICA"

IN ST OR IMMEDIATE DELIVERY

DISPLAY

FIXTURES MATERIALS
PAPERS FLOWERS
LETTERS GADGETS
MANIKINS HEADS
FORMS BACKGROUNDS

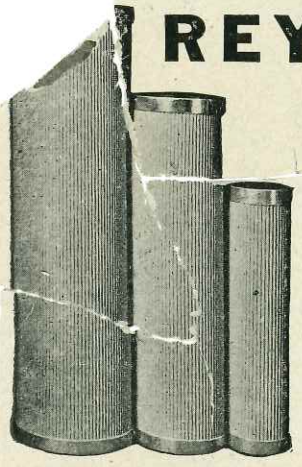
GARRISON-WAG R CO.

MANUFACTURERS IMPORTERS IS RIBUTORS

1627 LOCUST - ST. UIS MO.

NO 117

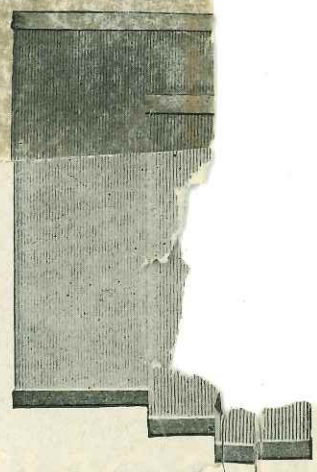
REYCAPS

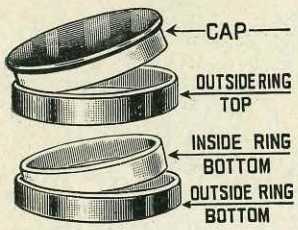


The innumerable uses to which REYCAPS lend themselves render them an invaluable asset in your daily display materials. REYCAPS are packed one dozen set in a cardboard box. A set consists of four pieces. Round caps have two outside rings, one inside ring and one top with inside ring attached. Square caps have two outside set-up boxes and two inserts to go inside of column. See instructions for use, printed on inside of each cap.

Please specify Size and Color when ordering.

Silver, Gold or Black.



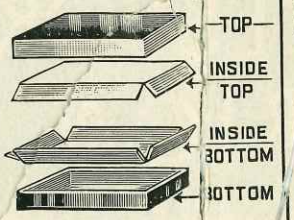


ROUND

Diameter 4-in.	Per doz..	$1.50
Diameter 6-in.	Per doz..	2.00
Diameter 8-in.	Per doz..	2.50

OBLONG

Size 4 x 6-in.	Per doz..	$1.65
Size 6 x 8-in.	Per doz..	2.50
Size 6 x 18-in.	Per doz..	5.50



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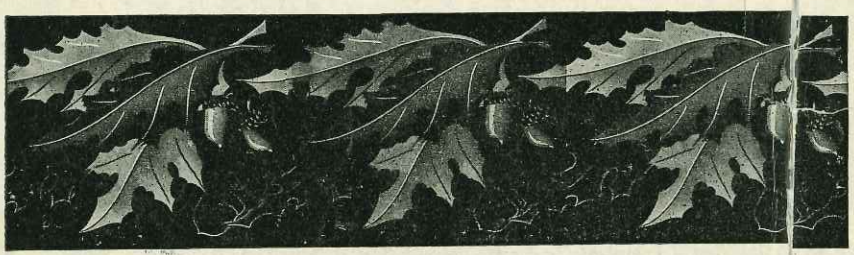
Available in 33 colors
bond finish.
Comes in rolls 60 in. wi
long. Packed in individual ma
Colors match **Reytrim** colo
cases. (As listed above.)
An ideal and inexpensive co
for panels, floors, showcases, b
grounds, shelves, etc.
Regular Colors—60 in. wide x 25 ft. long. Per roll..... $1.70
Gold and Silver—30 in. wide x 25 ft. long. Per roll..... $1.70
Be sure to specify **Reytrim "Floor Paper"**

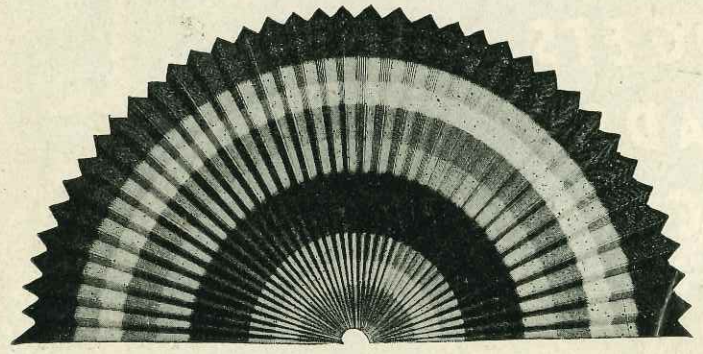
eytrim
Metal Foil

c finish. Truly ideal
y season. Can be used
the store. Rich looking.
market today can match
nd brilliancy for store
fect for showcase linings.

ful pedestals and back-
ailable in six (6) beautiful
rs. In rolls 24 in. wide x 25
Silver, Copper, Gold, Red,
B. Green.
Per $3.75



No. RF-1037—Reytrim Fall Oak Leaf Valance. Size 20 in. high x 25 ft. long. A beautiful die-cut valance, hand-sprayed in Red, Yellow and White on a Dark Brown background. Each roll is packed in an individual corrugated container at, per roll..... $3.75

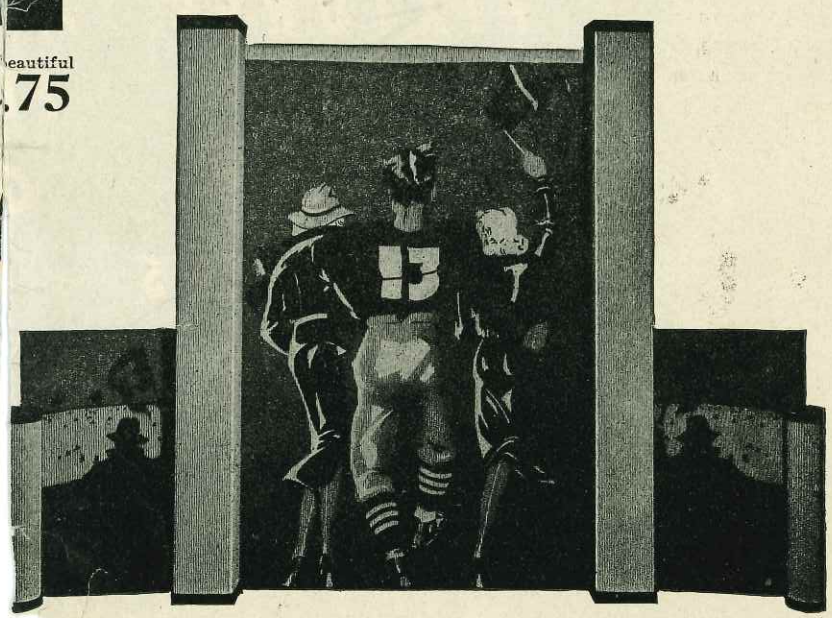


REYTRIM FANS

Have You a Display Problem That Perplexes You? Here's a Solution— An innovation! A machine-pleated corrugated fan—metal ring attached at bottom—with such a varied selection of uses you'll be amazed and won't consider being without a complete selection of colors and sizes. Use them to brighten up dark corners—to finish off displays—to diversify your merchandise set-up and to warrant a new lease on the general attraction of our commercial displaymanship.

ze 15" high x 30" wide. Price..... 75¢ Size 30" high x 60" wide. Price..... $1.50

rs: Rainbow, White, Napoleon Blue, American Be Canary Yellow, pricot, Nile Green.



537—**Reytrim Football Unit.** Size 7 ft. 6 in. wide, 5 ft. high. A very appropriate and r effect has been achieved by combining Brown, Red, Green, White and Sand on a e background. Two 4x6 Black capped White columns support the center panel, while anks are supported by two White 4-in. round columns with Black Each unit is packed in individual corrugated cartons with simple g instructions. Priced at..... $5.75

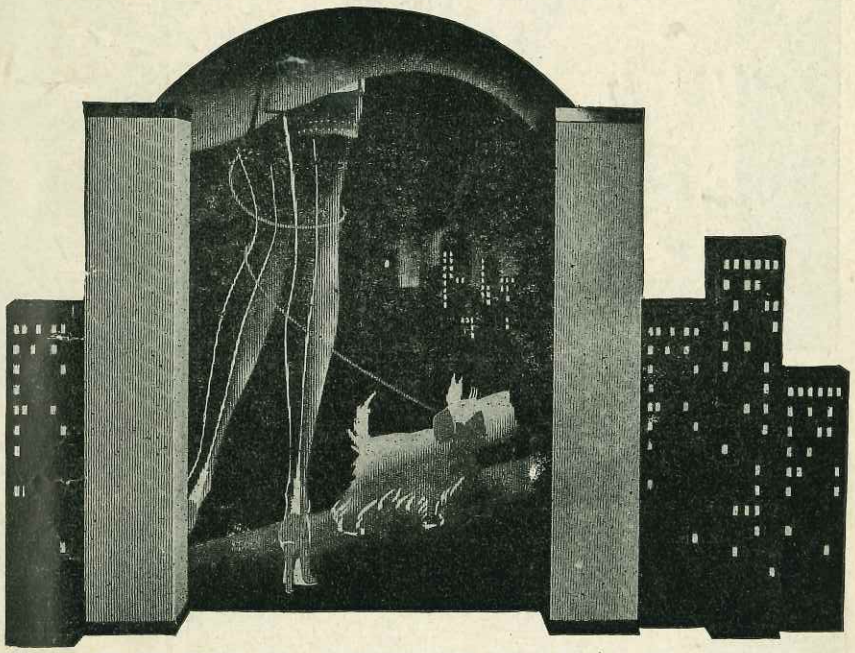
GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

REYTRIM FALL DISPLAY UNITS

No. RF-1137—Reytrim Fall Men's Wear Unit. Size 6 ft. wide x 5 ft. high. Napoleon Blue offers a very effective background for Yellow, Brown, Sand, White and Orange, flanked by two 6x18 columns of Orange Vari-Bar. The Reycaps used in this unit are Black. Packed in individual corrugated cartons with simple assembling instructions. Price, complete..... **$6.00**

No. RF-1437—Reytrim Standard Fall Unit. Size 6 ft. wide x 5 ft. high. This very attractive and timely display is smartly done in six beautiful Fall shades of Red, White, Yellow, Green, Black and Sand on a Powder Blue background. Supporting this unit are two 4x6 Sand colored columns and one Dark Brown 6x8 column. Reycaps used are Glossy Black. Each unit is packed individually in corrugated cartons with simple assembling instructions. Price, complete..... **$6.00**

No. RF-1237—Reytrim Women's Fall Unit. Size 6 ft. wide x 5 ft. high. A striking companion unit to the Fall Men's Wear, and again we offer Napoleon Blue background to blend with Yellow, Red, Orange, Grey and White; flanked by two Brown Vari-Bar 6x18 columns. Reycaps used on the columns are Gold. Each unit is packed in an individual corrugated carton with simple instructions for quick assembly. Price, complete..... **$6.00**



No. RF-1337—Reytrim Shoe and Stocking Unit. Size 6 ft. 2 in. wide x 5 ft. high. This modern display is bound to stop the average passerby, and is beautifully done in Acquamarine, White, Red and Yellow on a Black background. Two Gray 6x8 columns support the center panel and a series of 4x6 Black columns sprayed in Yellow offer a perfect balance to this smart unit. Each unit is packed in an individual corrugated carton with simple assembling instructions. Reycaps used on the columns are Black. Priced at..... **$5.85**

ACME GUMMED MOULDING (Embossed)

A new brilliant metallic paper moulding. A real display necessity. Beautifully embossed in a crepe design. Very effectively used to cover seams. Also used as a border or binding. Can also be applied to form various letters, numerals or decorative designs. Easy to apply, simply moisten and stick on. Available in six (6) vivid colors—Red, Green, Blue, Silver, Copper and Gold. Individually wrapped in rolls. 1 in. wide x 100 ft. long. Per roll..... **75c**

REYCLIPS

This item is indispensable to display men who are aware of the advantages of Reytrim and who use same. **Reyclips** are made of bright stainless steel. They are an important aid in assembling columns, display units, backgrounds and other items of fabricated Reytrim. No more pins, Gem Clips, etc. They have three (3) sharp interlocking prongs which clinch quickly and surely. Packed 1000 to a box. Per box..... **$1.00**

Reytrim Christmas Background Units, Valances, Etc.

REYTRIM THREE WISE MEN UNIT

No. RX-370—Size: 5 ft. 6 in. wide x 5 ft. high. This modern version of a very old theme which radiates the true Xmas spirit—Black, white and antique ivory, hand-sprayed on a background of Jade Green Reytrim, is the attractive color combination for this unit. Packed securely in an individual corrugated carton with simple assembly instructions. Price..... **$6.00**

REYTRIM STANDARD XMAS UNIT

No. RX-373—Size 6 ft. 10 in. wide x 5 ft. high. Glistening white snow, a tiny red and black house silhouetted against a large yellow winter moon. A midnight blue sky adds to this charming and peaceful scene. The complete unit is supported by four flame red Xmas candles—so designed this display may be used during the Xmas holidays and throughout the winter months. Packed securely in an individual corrugated carton with simple assembly instructions. Price..... **$5.75**

REYTRIM XMAS GIFT UNIT

No. RX-371—Size: 4 ft. wide x 5 ft. high. Flame Red, White, Flesh and Black constitute the center panel. The center panel is supported by two Napoleon Blue Reytrim columns with artistically stencilled snowflakes and icicles. An additional column done in red and white bricks to denote a chimney effect with a snow white Reytrim Xmas package, sets off this modern unit. Packed securely with simple assembly instructions. Price..... **$5.25**

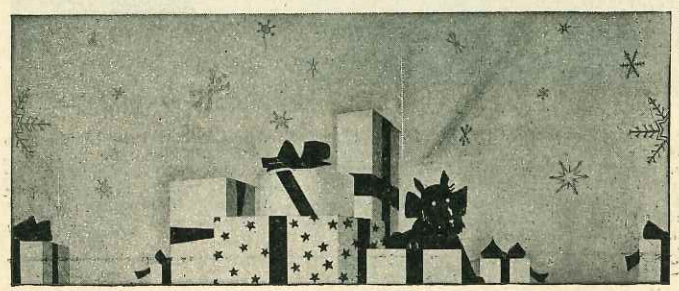
REYTRIM XMAS LEDGE UNIT

No. RX-372—Size: 3 ft. 8 in. wide x 3 ft. 6 in. high. A huge white snowflake, a large white and red Xmas package on a background of Napoleon Blue Reytrim flanked by two 30-in. Napoleon Blue Candles with red, white and silver flames. Can be used on counters, ledges and in numerous other places around your store. Packed with simple assembly instructions. Price... **$4.00**

REYTRIM ST. NICK PANEL

No. RX-374—Size: 30 in. wide x 72 in. high. This Santa Claus Panel strikes a modern Christmas note. An attractive color combination of Flame Red, Holly Green, White and Brown on a background of Napoleon Blue Reytrim covered with artistically designed miniature snowflakes. This panel is framed with Silver Reytubes, top and bottom. Packed in an individual mailing tube.

PRICE **$2.50**

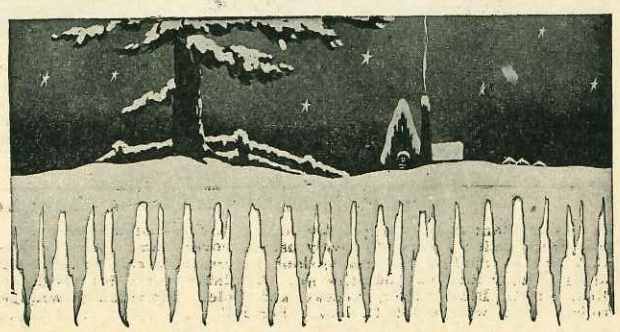


REYTRIM XMAS GIFT VALANCE

No. RX-375—Size: 20 in. x 25 ft. long. Use this modern gift valance throughout your store. Flame Red, National Blue, Silver and Black blended on a snow white Reytrim background. Price, per roll..... **$3.75**

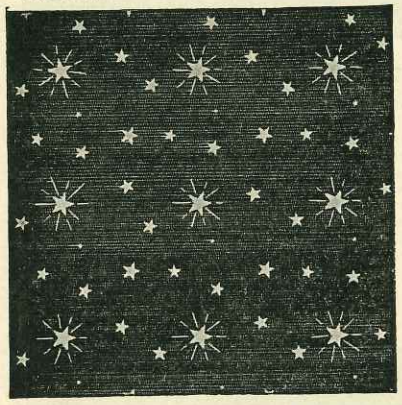
REYTRIM XMAS SCENIC ICICLE VALANCE

No. RX-376—Size: 20 in. x 25 ft. long. A simple and effective Xmas design, of Midnight Blue, Black, Flame Red and White which can be used to create that Xmas atmosphere when used on shelves, columns, ledges or as a valance in windows or any other part of the store. Per roll..... **$3.75**



REYTRIM "THREE WISE MEN" CHRISTMAS UNIT

Unit No. RX-336—4 ft. 10 in. x 7 ft. 4 in. wide. Sheer loveliness is expressed on a French Blue **Reytrim** background with a color scheme of Midnite Blue, Dark Magenta, Brown Ochre, White, Dusk Green. Four silver capped white oblongs flank the panels attached with Reyclips. Shipped complete, knocked down in an extra strong shipping container with simple assembly instructions.
Price..... **$6.50**

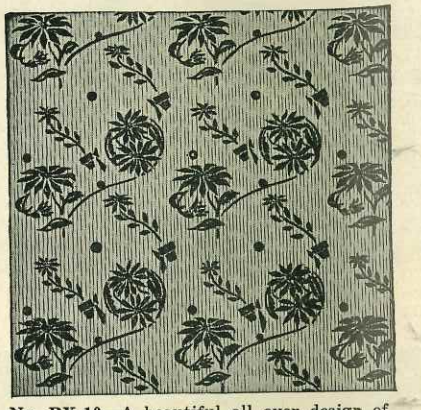


No. RX-12—A brilliant array of silver stars on a background of National Blue. In rolls 30 in. wide x 40 ft. long... **$3.25**

No. RX-12A—Silver stars on Blue Reytrim. Rolls 60 in. wide x 20 ft. long. Per roll..... **$3.25**

No. RX-13—Star pattern exactly like RX-12 only the stars are printed in snow white on a background of Flame Red, In roll 30 in. wide x 40 ft. long... **$3.25**

No. RX-13A—White stars on Flame Red Reytrim. Rolls 60 in. wide x 20 ft. long. Per roll..... **$3.25**



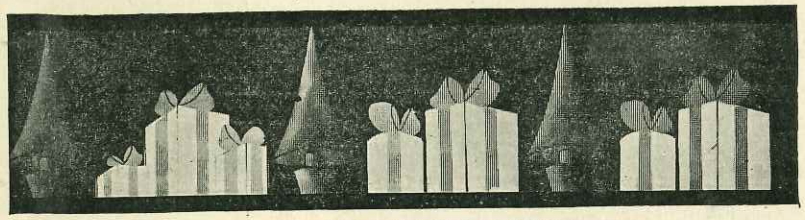
No. RX-10—A beautiful all over design of Holly and Poinsettias printed in Xmas shades of Red and Green on a snow white background. In rolls 48 in. wide x 25 ft. long.. **$3.25**

REY-EDGE
(Reytrim Edging)

Here's a real time-saver that's proved itself indispensable for trimming the edges of shelves and ledges. Adds that finished touch to window backgrounds, floors, panels, counters, etc. Inexpensive, too! Available in the 28 standard Reytrim colors, 25 running feet in roll, individually boxed. 12½ feet interlocked. Per roll..... **35¢**
12 rolls or more. Per roll..... **30¢**
Also obtainable in Gold and Silver, 20 feet individually boxed.
10 feet interlocked..... **65¢**
12 rolls or more. Per roll..... **65¢**

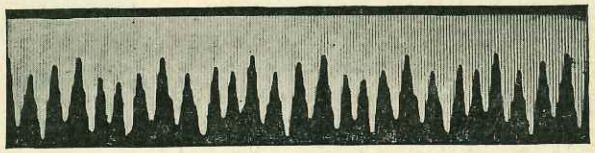
"TOYLAND PARADE" VALANCE

Valance No. RX-736—Size 20 in. x 25 ft. long. Very effective in showcases, on walls and above shelves—ideal for window valance, too! A background of Canary Yellow **Reytrim** offsets the amusing antics of the characters done in Poinsettia Red and Antwerp Blue. Each roll is packed in an individual corrugated shipping carton. Price..... **$3.75**



"TREE AND GIFT" VALANCE

Valance No. RX-836—Size 20 in. x 25 ft. Done in Cherry Red, Emerald Green and White on a simple but effective Black **Reytrim** background. Can be used anywhere in the store, but particularly effective above all wall cases and as a showcase lining. Each roll packed in an extra strong corrugated shipping carton.
Price..... **$4.25**

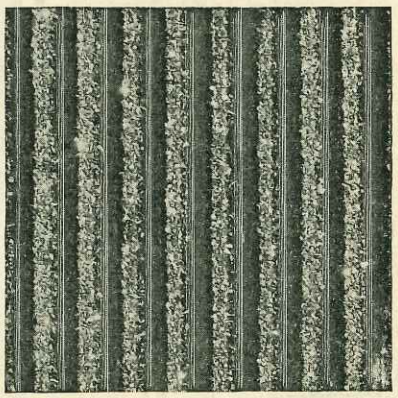


REYTRIM ICICLES

No. RX-50—These realistic looking icicles depict the snow and ice effect so necessary for the true Christmas spirit. Unlimited display possibilities. Nothing better for decorating ledges, posts and suspended light fixtures. Ideal for shelves, borders, etc. Looks like the real thing, too! Naturally, they are snow white. Available in rolls 25 ft. long by 9 in. wide and packed in a decorative carton. **90¢**
Per roll, 1 to 11 rolls.....
1 or more cases (12 rolls to case). Per roll..... **75¢**

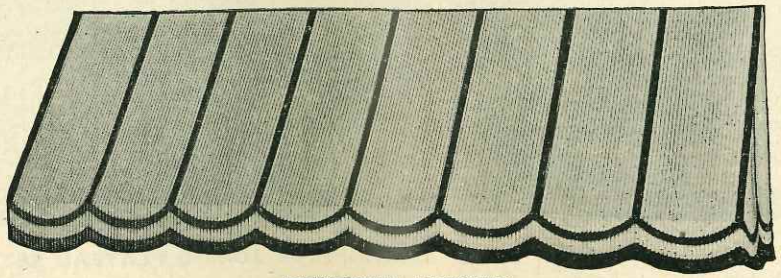
FLITTER COVERED ICICLES

No. RX-100—Same as above except the top ridges of the Reytrim Corrugated are heavily covered with a very fine grade of silver glass flitter.
Per roll, **$1.80**
1 to 11 rolls.....
1 or more cases (12 rolls to case).
Per roll..... **$1.50**



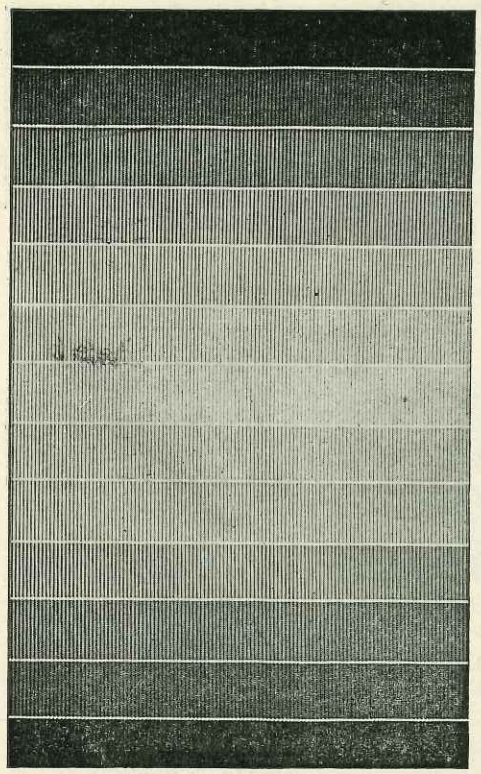
Flitter Covered Corrugated Reytrim

Comes only in rolls 48 inches wide by 25 feet long (100 square feet). Available only in White, Flame Red, Emerald Green and Napoleon Blue. The top ridges of the Reytrim are very heavily covered with a very fine grade of silver glass flitter, allowing the color to show only in the deep part of the corrugation (3½ pounds of flitter are used to every roll). **$6.00**
Per roll.....



REYTRIM AWNING

A snappy yet simple awning design adaptable to most every display purpose. Available in **Blue on White, Red on White, Orange on White or Green on White.** Each roll is packed in an individual corrugated carton.
Size 12" wide x 25' long. Per roll..... **$2.00**
Size 20" wide x 25' long. Per roll..... **$2.50**

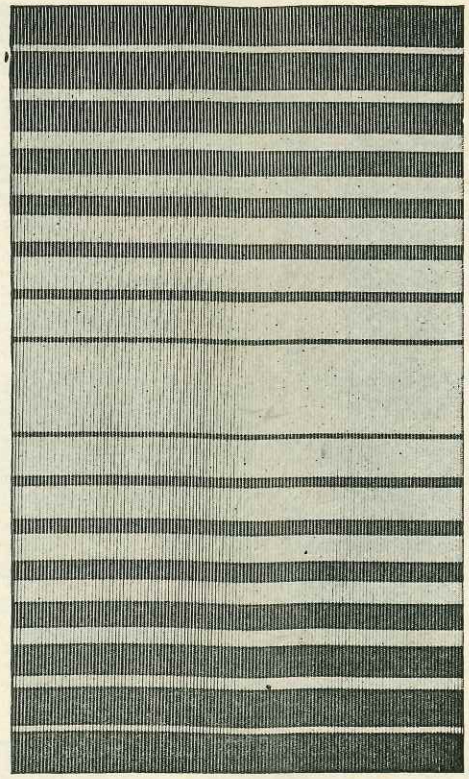


VARI-TONE CORRUGATED REYTRIM

Thirteen stripes of variegated tones of the same color, blending from a light pastel to a deep vibrant tone at each edge. Guide lines are printed on the back of each roll to insure accurate cutting. Every roll packed in an individual corrugated carton. Rolls 48 in. wide x 25 feet long (100 square feet).
Per roll..... **$3.25**

Carried in stock in the following attractive colors:

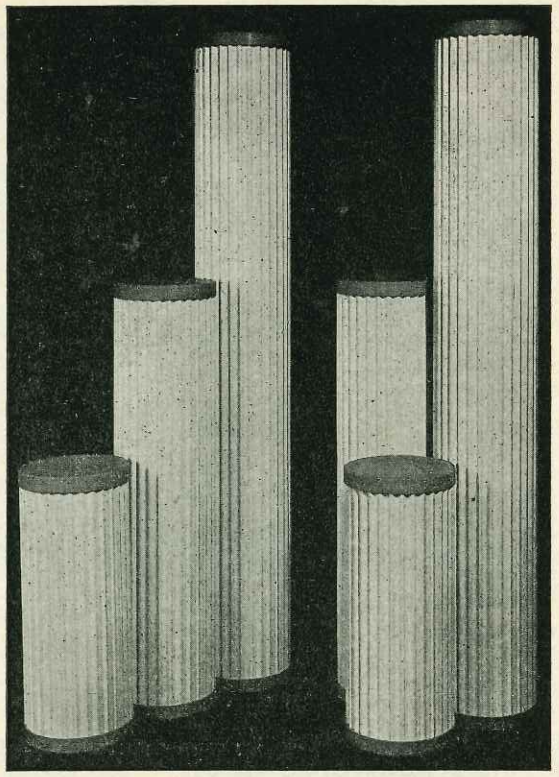
No. VR-1—Flame Red
No. VR-2—Chinese Orange
No. VR-3—Royal Purple
No. VR-4—Prussian Blue
No. VR-5—Saddle Brown
No. VR-6—Isle Green



VARI-BAR CORRUGATED REYTRIM

Vari-Bar offers a very smart design of graduated stripes, in six attractive colors. To insure accurate cutting, guide lines are printed on the back of each roll. Every roll packed in an individual corrugated carton. Rolls 48 in. wide x 25 feet long (100 square feet).
Per roll..... **$3.25**

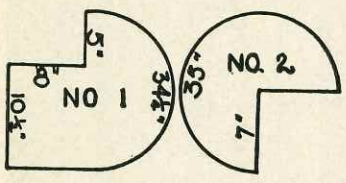
No. VR-3701—Flame Red and White
No. VR-3702—Orange and White
No. VR-3703—Purple and White
No. VR-3704—Napoleon Blue and White
No. VR-3705—Dark Brown and White
No. VR-3706—Emerald Green and White

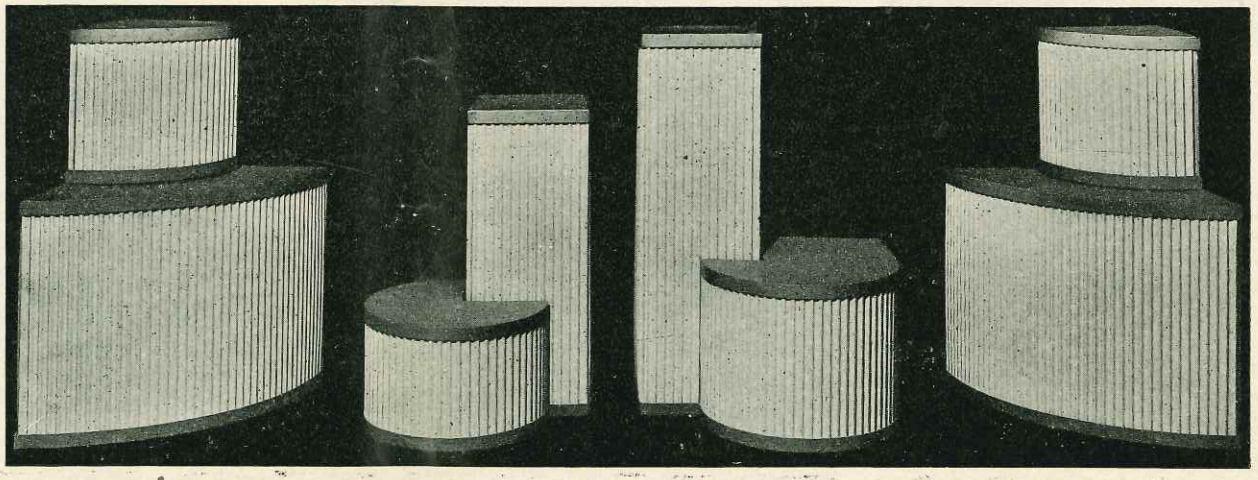


6-PIECE JUMBO PEDESTAL SET

There's a world of possibilities in your windows and ledges with these sets. They can be used very nicely by putting three on each side of an attractive panel, thereby completing a background or ledge unit. Each set consists of 2 pedestals 18 in. high, 2 pedestals 30 in. high and 2 pedestals 48 in. high (all 8 in. in diameter). Made of corrugated white Giant Rib Roll with 8-in. silver Reycaps. Price complete, per set..... **$2.25**

Can also be furnished in any color of Giant Rib Roll listed on page 2 with either silver or gold rings.
Price, per set..... **$2.45**





EIGHT-PIECE JUMBO PLATEAU SET

Here is just the Plateau Set you have been waiting for! This striking contrast of Blue caps and White Giant Rib Roll will feature your merchandise to its best advantage. If a different color scheme is desired, merely paint the caps a varying color.

The construction of this set is such that it will enable you to arrange it 101 different ways. Simple instruction sheet for assembly is enclosed.

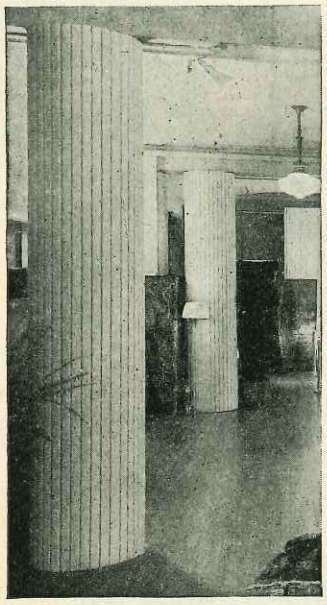
Each set consists of 8 pieces:

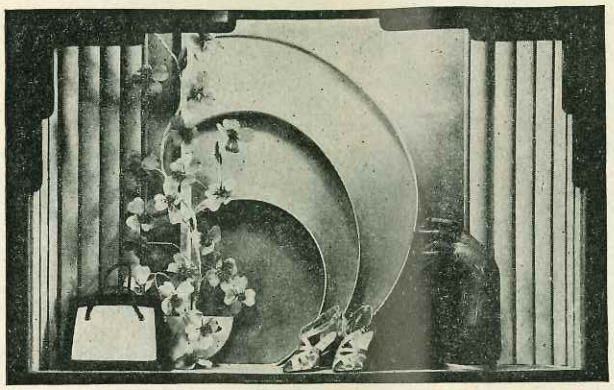
1 Plateau 12 in. high	1 Plateau 20 in. high
1 Plateau 9 in. high	2 Plateaus 18 in. high
1 Plateau 24 in. high	2 Plateaus 12 in. high

Packed in extra strong carton, complete as shown.
Price..... **$7.50**

BUTTRESS DISPLAY BOARD IN STOCK

LAPPED EDGES. As illustrated in the photograph the lapped edges of Buttress Board make one continuous sheet when in place and require no support or framework. Tack in place on your permanent background.





Above is illustrated the use of Buttress Board panels in a ledge case. No better material is available for this purpose, as it conforms to any curve and is self-supporting.

To the left Buttress Board is shown as a modern decorative covering for columns inside the store. No framework or other support is necessary.

FOR IMMEDIATE DELIVERY

●

This Board has the appearance of a fine lacquered wood and feels like a fine kid glove.

The Board stands alone. Requires no support or framework. The Board is fabricated from heavy tough paper. Will not buckle, swell or warp, as the board is rolled with the grain or length of the paper, reinforced with heavy brown Kraft paper backing which holds all channels and ribs in place.

The ribs are 1⅝ inches wide with lapped edges so you can have the board as wide as required.

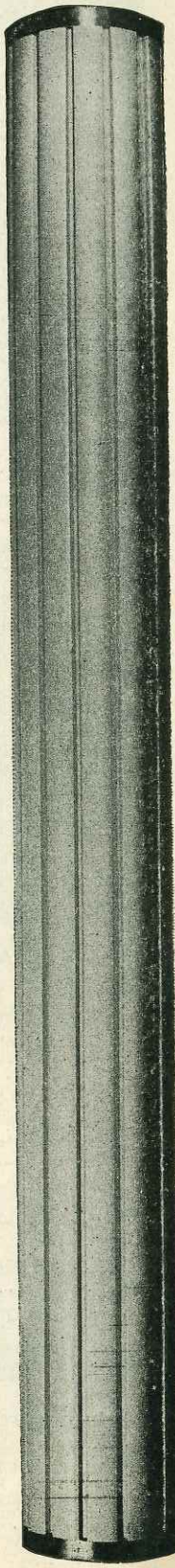
For unusual effects the board can be painted or decorated by any method.

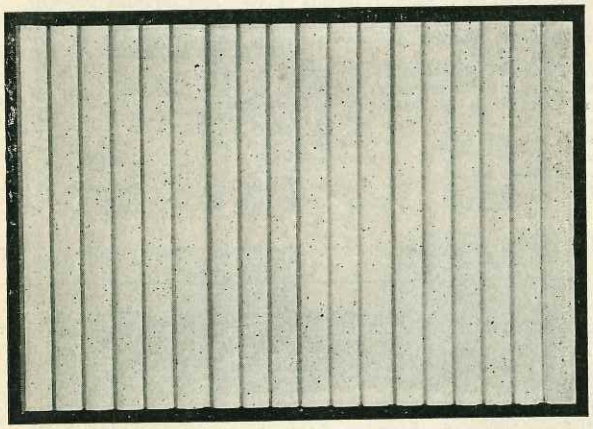
This is the widest display board on the market. It is not a one-time display paper but a display board that can be used many times, saving time, money and labor.

Buttress Display Board is used for all types of display work, window and interior decorations—booths, floats, pedestals, plateaus, false-walls, partitions, ceilings or wherever an ultra modern effect is desired. It is especially adapted for unit displays and backgrounds.

Display and advertising men say that the Board is the most practical and the least expensive on the market and recognize the fact that outstanding window and interior displays are prime factors in stimulating business.

The Buttress Board column shown to the right is 8 inches in diameter and is held in place with our Colordex Ring Sets. It is self-standing and makes a sturdy, beautiful column from a ½ sheet.





As illustrated above, Buttress Board is 18 ribs wide, each rib is 1⅝ inches. Grooves are approximately ½ inch wide and ½ inch deep, reinforced with Kraft backing.

Colors and finishes available on special order not in stock: Red, Black, Buff, Orchid, Orange, Gray. All 3 ft. x 8 ft. size. Same price as colored Board at left.

Special Finishes

Gold and Copper Metallic finish 3x8 ft. Per sheet..... **$5.50**
Velvet finish in all colors above 3x8 ft. Per sheet..... **6.50**

(25c package charge on orders less than 3 sheets)

BUTTRESS BOARD IN STOCK FOR IMMEDIATE DELIVERY

WHITE

3 ft. x 6 ft.	Per Sheet
1 to 10 sheets	$3.00
11 to 49 sheets	2.80
50 or more	2.65

3 ft. x 8 ft.	Per Sheet
1 to 10 sheets	$4.00
11 to 49 sheets	3.70
50 or more	3.50

Package charge **25c** on less than 3 sheets of the above sizes.

3 ft. x 10 ft.	Per Sheet
1 to 10 sheets	$5.00
11 to 49 sheets	4.65
50 or more	4.40

3 ft. x 12 ft.	Per Sheet
1 to 10 sheets	$6.00
11 to 49 sheets	5.55
50 or more	5.25

Package charge **50c** on less than 3 sheets of the above sizes.

COLORS

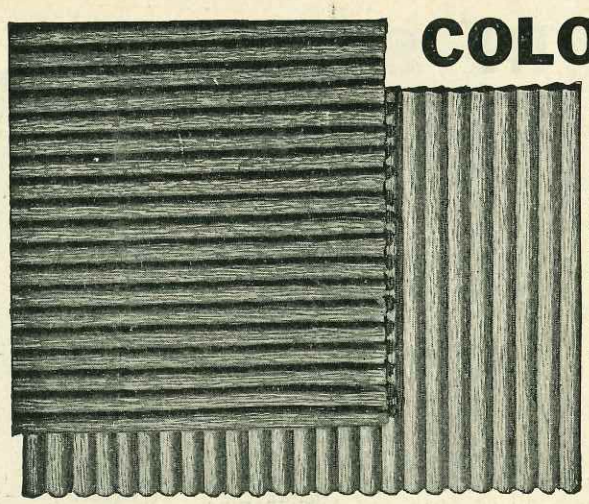
Light Blue, Light Green, Light Yellow, Brown, Taupe and Ivory.

3 ft. x 8 ft. Only	Per Sheet
1 to 10 sheets	$4.50
11 to 49 sheets	4.20
50 or more	4.00

Package charge **25c** on orders less than 3 sheets.

COLORDEX

The Colorful Corrugated Display Material in Plain Colors



Colordex resiliency, flexibility and convenient size afford universal adaptability to all display problems.

"E-Z cut" guide lines in 1-inch squares on back of each roll for quick tailoring.

Individual packaging protection for each roll of Colordex guarantees safe delivery, and Colordex "Tri-Ply" construction insures long display life. With the use of a pair of scissors, a razor blade, a few pins and clips and your imagination, the ideas and effects that can be obtained with Colordex are unlimited. **60-in.** width in rolls of **20 ft.** **$3.00**

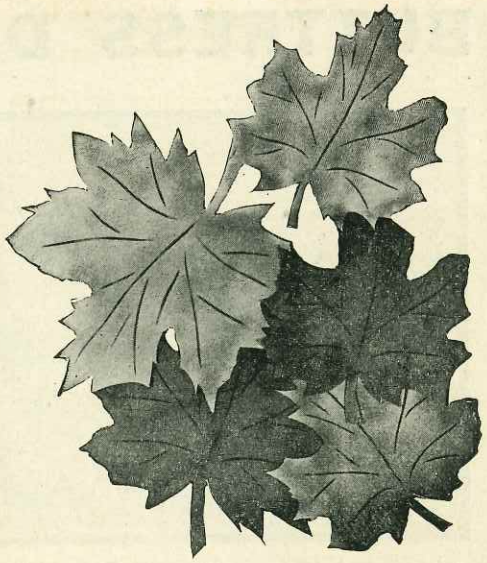
1 to 9 rolls. Per roll..... $3.00
Per ½ roll, 60 in. by 10 ft..... $1.65
10 to 24 rolls. Per roll..... 2.85
25 to 49 rolls. Per roll..... 2.70

Carried in stock in St. Louis in following colors, which match standard crepe paper colors:

No.	Color	No.	Color	No.	Color
CD-01	—White	CD-03½	—Light Brown	CD-06	—Coral
CD-02	—Black	CD-04	—Deep Brown	CD-06½	—Apricot
CD-03	—Slate Gray	CD-04½	—Sand	CD-07	—Blush Pink

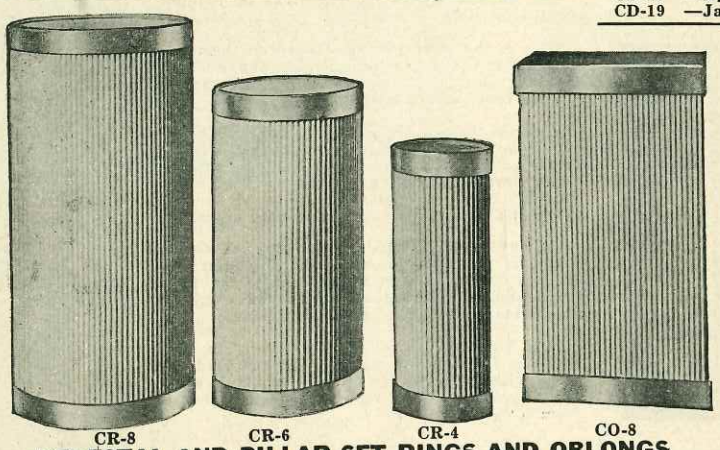
No.	Color	No.	Color
CD-08½	—Cerise	CD-19½	—Light Emerald Green
CD-10½	—Flame Red	CD-20	—Emerald Green
CD-11½	—Burnt Russet	CD-24	—Baby Blue
CD-12	—Holly Red	CD-25	—Azure Blue
CD-12½	—Primrose (light yellow)	CD-25½	—Delft Blue
CD-13	—Canary Yellow	CD-26	—Medium Blue
CD-15	—Old Gold	CD-27	—National Blue
CD-16	—Orange	CD-27½	—French Blue
CD-17	—Mandarin	CD-29½	—Fuchsia
CD-17½	—Nile Green	CD-30	—Royal Purple
CD-18	—Apple Green	CD-33	—Orchid
CD-19	—Jade Green		

No. CD-101—Silver
No. CD-100—Gold.
30 in. x 20 ft. **$3.75**
Per roll.....
Sample Color Chart Sent Free Upon Request.



Colordex Giant Leaves

No. CF-125—A new colorful novelty air-brushed in typical fall leaf colors on backgrounds of old gold, light brown and russet. Can be made to brighten any spot in your store. They can be pinned or appliqued to any surface—wall, panels, posts, ledges and window backgrounds. Size approximately 30 in. x 30 in. —½ dozen to a carton, assorted fall colors. **$2.65**
Per ½ dozen.....



CR-8 CR-6 CR-4 CO-8

PEDESTAL AND PILLAR SET RINGS AND OBLONGS

(U. S. Patent No. 2002734)

Make Your Own Modern Displays Quickly and Easily by the Use of Colordex and the New COLORDEX PILLAR SETS.

You can make your own pillars or pedestals in any height or color you may desire by buying the Colordex in any of the colors listed above, and the Colordex Pillar Ring Sets. The rings may be had in the following sizes:

No. CR-4—4½-in. **Round** Ring Sets—Silver or Gold or Black. **$1.50**
Per dozen.....

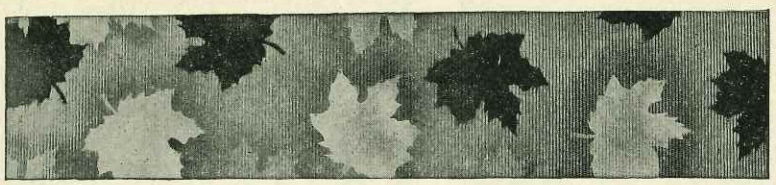
No. CR-6—6½-in. **Round** Ring Sets—Silver or Gold or Black. **$2.00**
Per dozen.....

No. CR-8—8½-in. **Round** Ring Sets—Silver or Gold or Black. **$2.50**
Per dozen.....

No. CO-8—**Oblong Units**—8x5½-in. Silver or Gold or Black. **$2.50**
Per dozen.....

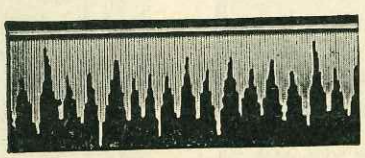
No. CO-18—**Oblong Units** — 18x5½ in. Silver or Gold or Black. **$6.00**
Per dozen.....

Each of the above sets includes 1 top, 1 bottom and 2 inside inserts.



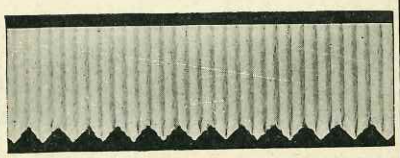
Colordex Leaf Border

No. CF-126—This border comes in orange Colordex background, with brown, red, yellow and green air-brushed design. You can find places too numerous to mention where it can be used in interior and window displays. Size 12 in. x 20 ft.—1 roll to a carton. **$2.65**
Per roll .....



White Colordex Icicles

No. CX-1—Icicles can be put to hundreds of uses in your store, on ledges, posts, pedestals, border strips, panels and numerous other places. Very realistic in appearance. Per box of 2, 30-ft. lengths by 11 in deep. A total of 60 ft. **$1.95**
Price.....



Colordex 2" Die-Cut Borders

No. CD-124—A novelty that has a world of practical and decorative uses. Ideal for borders around window floors—bottom of showcases—back of wall-cases—edgings for shelves—panels—screens, etc. Use a combination of colors. Available in the following Colordex colors: CD-01-02-04-10½-11½-15-18-27. See list on this page. Die-cut edges—packed five 20-ft. lengths per box (100 ft.). Per box..... **$1.95**
Gold or Silver (100 ft.). Per box..... **$3.00**

Colordex E-Z Frame

It permits the use of Colordex in many interesting new ways. It can be used by a novice. Rigid and attractive frames for panels can be fabricated in but a few minutes and in sizes up to seven square feet. A very useful booklet is available showing many unique ways to use this new item. Send for it.

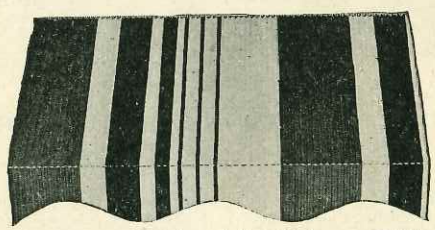
Colordex E-Z Frame is available in silver, with spring steel corner clamps and feet to match.

COLORDEX E-Z FRAME
Packed one dozen 7-ft. lengths to the box. Per box... **$3.25**

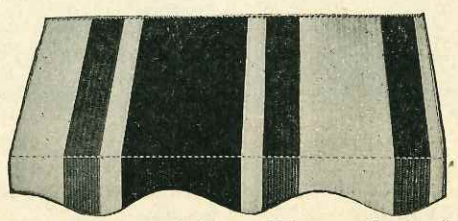
E-Z FRAME CORNER BRACKETS
Silver only.
Per set of four.... **60¢**

COLORDEX PRINTED AWNING

Two new awning patterns with scalloped edge for displays and interiors. Available in two widths. Packed one roll to a carton.



No. CS-004-2—Black and Red Stripes on White.
11½ in. x 25 ft. Per roll..... $2.00
18½ in. x 25 ft. Per roll..... 2.50

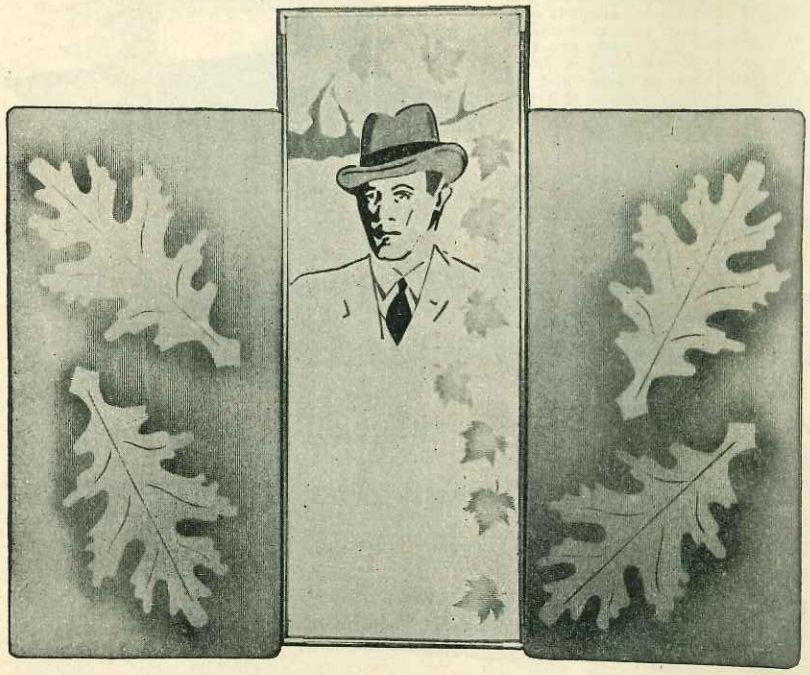


No. CS-004-3—Green and Orange Stripes on Canary Yellow.
11½ in. x 25 ft. Per roll..... $2.00
18½ in. x 25 ft. Per roll..... 2.50

COLORDEX FALL UNITS

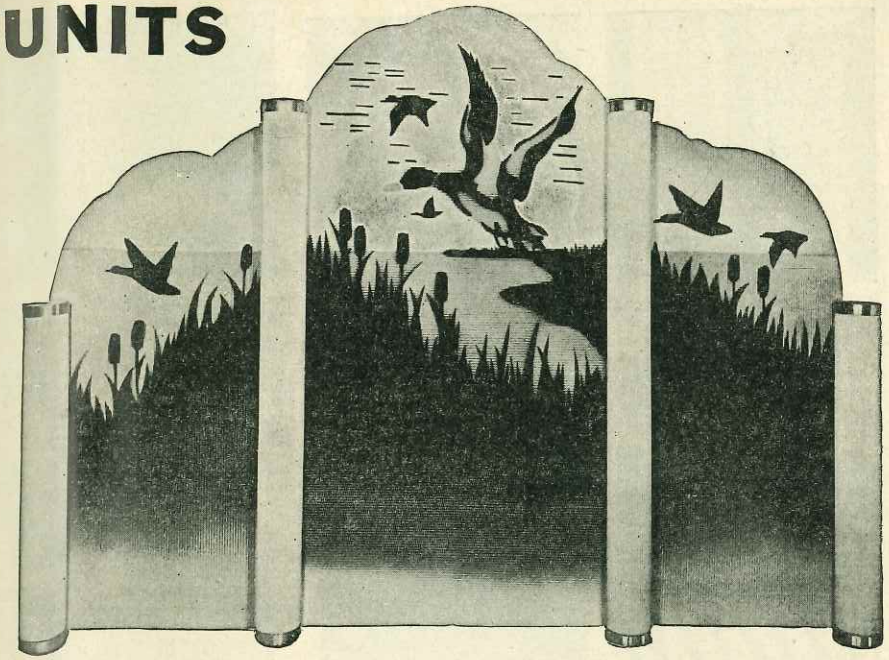
COLORDEX BACK TO SCHOOL UNIT

This unit comes with a panel framed in silver and air-brushed in blues and orange on a primrose Colordex background. Side panels are air-brushed red, orange and white on a black Colordex background. Size 6½ ft. x 6 ft. Each..... **$6.95**



COLORDEX FALL MEN'S UNIT

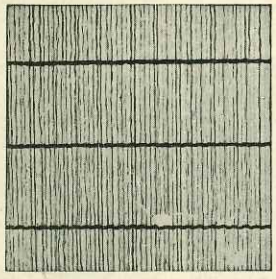
Here is a unit suitable for Fall clothing displays, air-brushed in reds and browns on primrose Colordex, with side panels in red and brown on orange Colordex. Center panel is framed in silver E-Z Frame. Size 6½ ft. x 6 ft. Each..... **$6.95**



COLORDEX DUCK UNIT

An attractive unit which is air-brushed in orange, reds and browns on a yellow Colordex background. Dividing pillars are of orange Colordex with 4-inch silver rings. Unit size 6½ ft. x 5 ft. Each..... **$5.75**

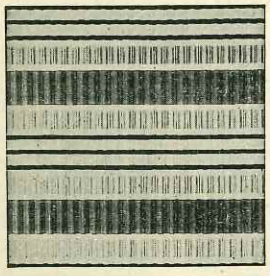
4 NEW ALL-YEAR ROUND PATTERNS



BAR-WAVE PRINTED COLORDEX

Size 30 in. x 20 ft. Per roll..... **$2.25**

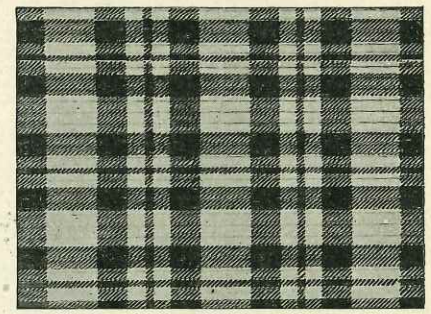
No. G-329-D—Green on White
No. G-329-3 —Brown on White
No. G-329-2 —Blue on White



MODERN VARI-STRIPE COLORDEX

Size 30 in. x 20 ft. Per roll..... **$2.25**

No.
G-312-21—Brown, Silver on White
G-312-32—Two-tone Blue and Silver
G-312-23—Green, Silver on White

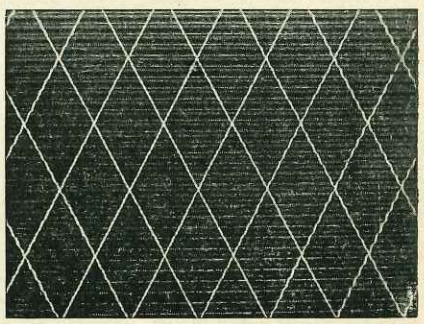


SCOTCH PLAID MODERN COLORDEX

Many uses will be found for this new Scotch Plaid design Colordex. Size 30 in. x 20 ft. Per roll..... **$2.25**

No. G-307-C—Purple on White
No. G-307-B—Brown on White
No. G-307-F—Red on White

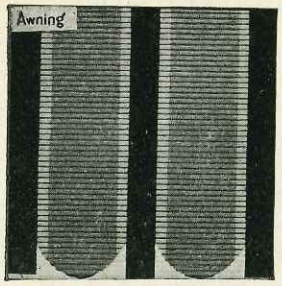
No. G-302—Scotch Plaid. Black and Gold on White. 60 in. x 20 ft. Per roll..... **$3.75**



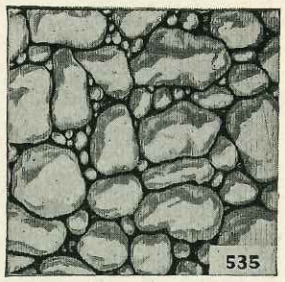
DIAMOND PIN STRIPE COLORDEX

A year-round printed pattern of Colordex. Size 30 in. x 20 ft. Per roll..... **$2.25**

No. G-333-2—Red on White
No. G-333-3—White on Green
No. G-333-I—White on Blue
No. G-333-J—White on Black



No. G-004—Awning Design. Size 56 in. by 20-ft. rolls. Printed in green and mustard yellow on orange. Can be made into any conceivable awning effect. Per roll..... **$3.75**



No. G-535—Stone Design. Size 59 in. by 20-ft. rolls. As realistic as a stone wall, in variegated grays, browns and black. For garden settings either as wall or walk. Per roll.. **$3.75**

Wood Pattern Colordex—Size 59 in. by 20-ft. rolls. Beautifully grained walnut design. Has all the appearance of fluted wood, especially appropriate for men's wear display. Per roll **$3.75**
No. G-005—Light Walnut.
No. G-006—Dark Walnut.

Printed Patterns in Colordex

No. GS-004 — Lavender and silver stripes on white. Size 40 in. x 30 ft. Per roll..... **$3.75**
No. E-527—Same except printed in green and silver. 40 in. x 30 ft. Per roll..... **$3.75**

No. G-007—Rainbow Pattern. Size 59 in. by 20-ft. rolls. All the colors of the rainbow—green, blue, violet, red, orange, yellow. Just the thing for lampshades. Effective used in the window as well. Per roll. **$3.75**

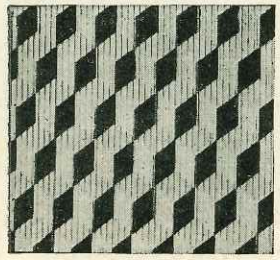
No. G-111—Colonial Pattern. Size 40 in. by 30-ft. rolls. Design runs parallel to corrugation. A pretty floral pattern with a silhouette of girl in hoop skirt. Done in black, yellow, blue and red on white. Per roll.. **$3.75**

No. G-229—Size 60 in. by 20-ft. rolls. Small gold stars on a background of Nile green. This pattern is ideal for showcase trimming. Per roll..... **$3.75**
No. E-522—Same except gold star on white background.
No. CX-230—Small white stars on red. Size 60 in. x 20 ft. Per roll... **$3.75**

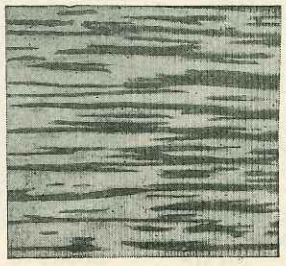
No. G-246 — Stork Pattern. Size 40 in. by 30-ft. rolls. Ideal for baby displays and baby departments. The proverbial stork in flight with the baby is the pattern. Delft blue and silver on white. Per roll.... **$3.75**

FALL DESIGN PRINTED COLORDEX

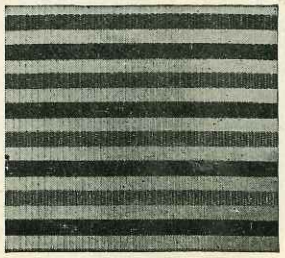
No. G-518 — Sand background, printed in red, orange, yellow and green leaves. Size 60 in. x 20 ft. Per roll.. **$3.75**



No. G-009—Cubist Pattern. Dark Green and Silver on Light Green. Size 60 in. x 20 ft. Per roll..... **$3.75**



No. G-701 — Moire Pattern. Delft Blue and Silver on a Medium Blue. Size 60 in. x 20 ft. Per roll **$3.75**

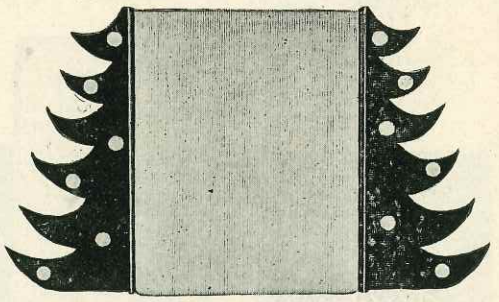


No. G-008—Brown and Gold alternating stripe on Apricot. Size 60 in. x 20 ft. Per roll..... **$3.75**

CHAIN STORE TYPE CHRISTMAS DISPLAYS

LEDGE TRIM

No. CX-78—Put your own message on the white Colordex center panel of this ledge trim. The tree-shaped side wings are blue Colordex with yellow dots. Size 30 in. x 40 in. over all. Each **$1.85**

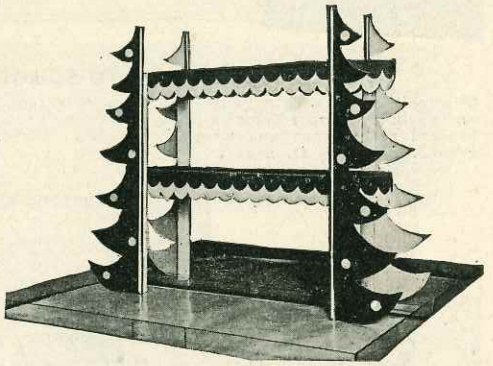


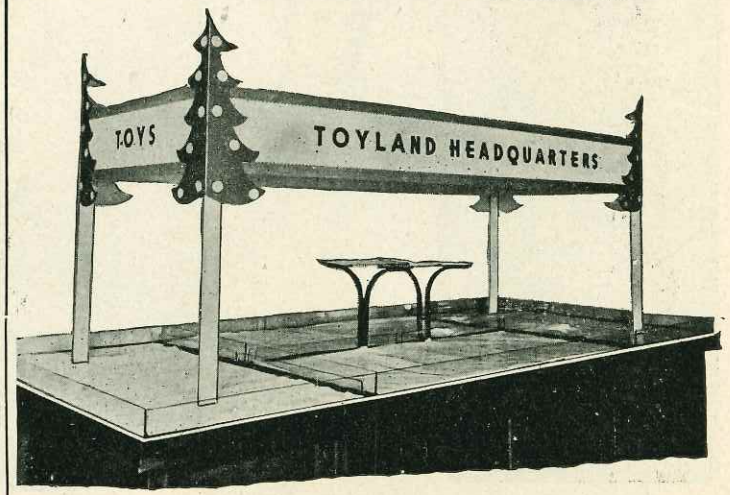
BOOTH TRIM

No. CX-79 — The red and white Colordex panel is framed in silver E-Z-Frame with Christmas tree wings in blue Colordex dotted in yellow. Use this for your special displays. Size 5 ft. x 5 ft. over all. Each **$2.10**

TABLE TRIM

No. CX-80—Four tree-shaped uprights of blue Colordex with yellow dots and silver E-Z-Frame hold the shelving (shelves not included). Blue and white scalloped edging and instructions for building are furnished. 48 in. high, 60 in. long and 18 in. wide. Each **$3.25**

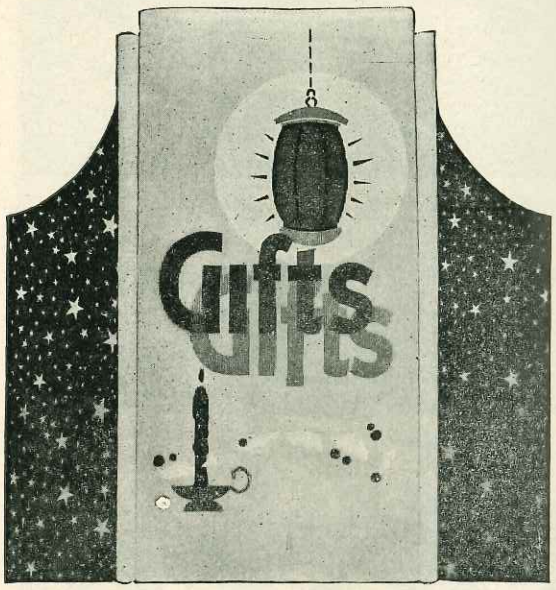




GIFT COUNTER TRIM

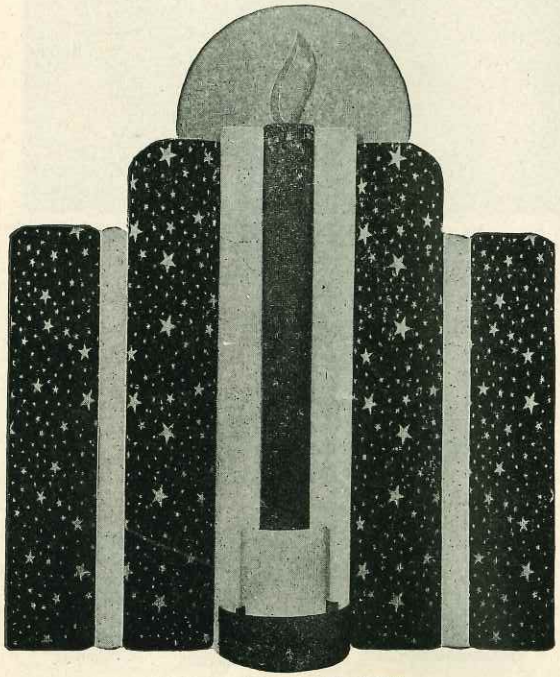
No. CX-81—For your gift counter aisle use this display consisting of four corner trees of blue Colordex with yellow dots, white panel strip with blue edging and 1 font of blue or red 5-in. die-cut letters. Instructions for building wood frame included but wood not furnished. Size 4 ft. x 7 ft. over all. Specify color of letters wanted. Each..... **$5.00**

COLORDEX
Christmas Units and Trims



COLORDEX GIFT UNIT

No. CX-75—A colorful unit with azure blue center panel air-brushed in gold, white, red and yellow. The side wings are dark blue with silver stars. Suitable for use in windows or interior trim. Size 5 ft. x 4 ft. overall. Each..... **$4.25**



COLORDEX CANDLE UNIT

No. CX-836—An attractive decorative unit in red, white and yellow and blue with Silver Stars. A novel setting for window or interior. Size 6 ft. x 5½ ft. overall. As shown..... **$4.60**

GIANT COLORDEX CUT-OUT SANTA HEAD

No. CX-76—Large modern portrayal of Santa in white, red and silver gray for use in windows or as wall and department displays. Size 36 in. x 60 in. Each **$2.00**

MERRY CHRISTMAS COLORDEX LEDGE UNIT

No. CX-71—Ideal for small window or ledge trim. White background, air-brushed in blue, green, gold and red. Size 40 in. x 40 in. overall. This unit will stand alone by means of the E-Z-Form which is furnished. Each..... **$1.75**

"GREETINGS" COLORDEX LEDGE UNIT

No. CX-72—An attractive display air-brushed in green, gold and red on white background. Size 30 in. x 40 in. This unit will stand alone by means of the E-Z-Form which is furnished. Each..... **$1.75**

COLORDEX GREETING UNIT

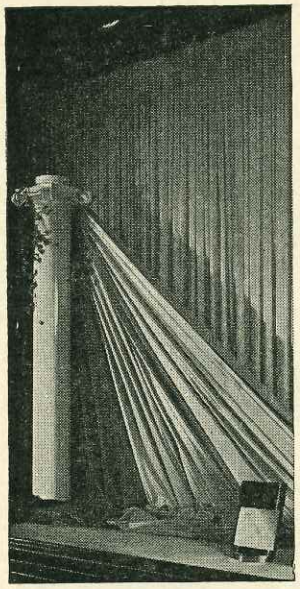
No. CX-77—The white side wings with blue stars strike a modern note in this display unit for window and interior trims. The white center panel is air-brushed in red, black and gold. Size 60 in. x 48 in. overall. Each... **$4.25**

COLORDEX GREETINGS LEDGE UNIT

No. CX-73—The ever popular poinsettia is the central motif in this unit for small window or ledge display. National Blue Colordex background, air-brushed in gold, white and red, with azure blue pillars and silver rings. Size 30 in. x 48 in. overall. Each..... **$2.10**

"MERRY CHRISTMAS" COLORDEX LEDGE UNIT

No. CX-74—An unusual unit with white background which is air-brushed in gold, red, black and green. The side wings with tree design simulate pillars. Size 30 in. x 48 in. This unit will stand alone by means of the E-Z-Form which is furnished. Each..... **$2.10**



LUSTR-WEAV

The illustration at the left shows just some of the smart new draping effects readily achieved with the soft and lustrous material LUSTR-WEAV. Here are vertical pleated panels, Victorian drapes, puffings; all indistinguishable from the most expensive fabrics—yet costing only a fraction as much.

LUSTR-WEAV is a beautiful new draping material with rich, lustrous sheen. It looks like the most expensive of decorative fabrics; it handles very easily, and is unrivaled as a smart, practical material for both window and interior display.

LUSTR-WEAV is made by an entirely new process and is not to be confused with crepe paper. It is handled like a fabric and is not to be stretched. Displays installed with it will not sag or droop in damp or rainy weather. LUSTR-WEAV is available in three popular metallics—gold, silver and copper and solid colors and pastels.

No. DM-95—Silver Metallic. In rolls 30 in. wide by 12 yards long. Per roll..... **$2.40**

No. DM-90—Gold Metallic
No. DM-92—Copper Metallic
Rolls 30 in. wide by 12 yards long. Per roll..... **$3.20**

SILK FINISH PASTEL COLORS

No. DM-200—White	**No. DM-231—Nile Green**
No. DM-212—Lilac	**No. DM-242—Yellow**
No. DM-224—Light Blue	**No. DM-266—Pink**

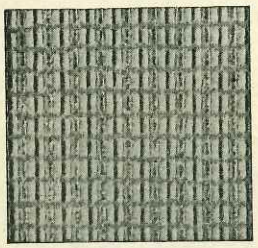
In rolls 30 in. wide by 12 yards long. Per roll..... **$2.40**

Each roll Cellophane wrapped.

SIX BRILLIANT COLORS

No. DM-108—Black	**No. DM-142—Yellow**
No. DM-128—Blue	**No. DM-146—Orange**
No. DM-135—Green	**No. DM-152—Red**

In rolls 30 in. wide by 12 yards long. Per roll..... **$2.40**



LUSTR-CRAFT

LUSTR-CRAFT, a rich, brilliant, metallic embossed surface of Lustr-Weav, mounted on a strong, corrugated back, is available in three metallic effects—gold, silver and copper—matching the three metallic colors of Lustr-Weav, and three new solid colors—blue, green and red. It is ideal for pedestals, columns, display stands and for unusual color schemes.

LUSTR-CRAFT comes in rolls 30 in. wide by 20 ft. long (50 square feet). Bright metallic embossed finish.

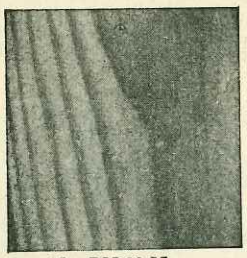
No. DM-795-M—Silver. Per roll..... **$3.10**

No. DM-790-M—Gold
No. DM-792-M—Copper
No. DM-728-M—Blue
No. DM-735-M—Green
No. DM-752-M—Red
} Per roll..... **$3.90**

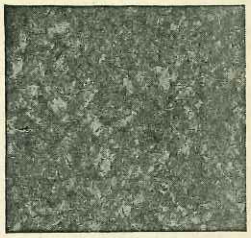
NOVO-CRAFT

NOVO-CRAFT comes in true reproductions of a natural wood and cork and marble mounted on a strong corrugated back. These four designs are exceptionally smart and adapted to a wide variety of window displays. NOVO-CRAFT can be used as a flooring, background and for making pedestals, panels and display elevations. The surface is not easily marred—it may even be walked on without ruining its appearance—and it is easily dusted and cleaned.

In rolls 25 in. wide by 20 ft. long (41 square feet). Cork, Wood or Marble. Per roll..... **$2.55**



No. DM-20-M
Wood Novo-Craft



No. DM-10-M
Cork Novo-Craft

No. DM-19-M
Green Marble Novo-Craft

Flat Surface Papers

Without Corrugated Backing

A beautiful new marble design in a wide width, reproduced exactly from Verde Antique marble.

No. DS-19—Green Marble Surface Paper.

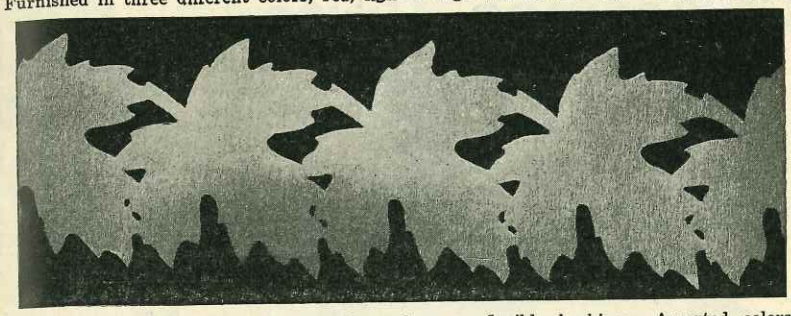
No. DS-18—Gray Marble Surface Paper.

Rolls 40 in. wide x 25 ft. long. Per roll.. **$1.55**

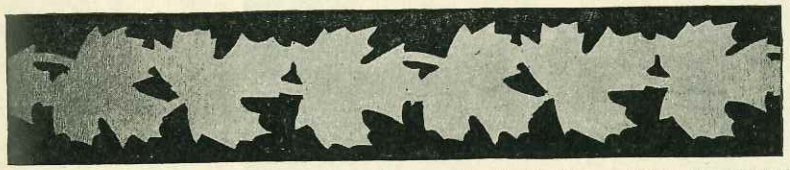
No. DM-18-M
Gray Marble Novo-Craft

AUTUMN LEAF VALANCES

May be used with great effectiveness in both window and interior displays as edgings and ornaments for panels and backgrounds, spirally wound on pillars and columns, along ledges, and in many other ways. Their surface texture is leaf-like in appearance. Furnished in three different colors, red, light orange and brown, with a flexible backing.

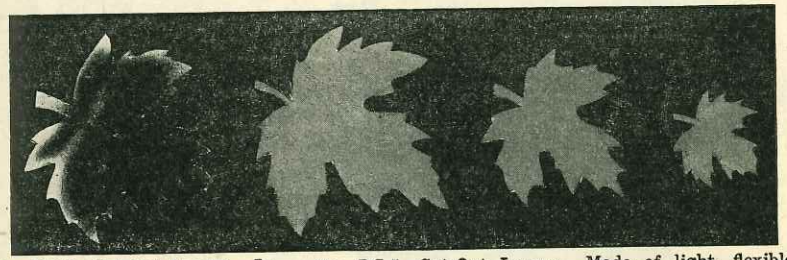


No. DM-2—Leaf Valance. Soft finish surface on flexible backing. Assorted colors: Red, brown or orange. Rolls 8 in. wide x 15 ft. 1 to 5 rolls. Per roll.....**55¢** 6 to 11 rolls. Per roll.....**50¢** Per carton of 12 rolls.....**$5.20**



No. DM-1—Leaf Valance. Soft finish surface on flexible backing. Comes in assorted colors: Red, brown or orange. Rolls 4 in. wide x 15 ft. 1 to 5 rolls. Per roll....**40¢** 6 to 11 rolls. Per roll.....**35¢** Per carton of 12 rolls.....**$3.60**

No. DM-3—Leaf Valance in three brilliant, metallic-like surfaces of gold, copper and wine on flexible backing to lend distinctiveness to your displays. Rolls 4 in. wide x 15 ft. 1 to 5 rolls. Per roll...**70¢** 6 to 11 rolls. Per roll...**65¢** Per carton of 12 rolls...**$7.20**



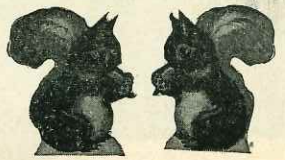
No. DC-8—Cut-Out Leaves. Individual leaves with glistening metallic-like surfaces in gold, copper and wine colors. Put up in envelopes each containing 12 leaves.
1 to 5 envelopes. Each...**65¢**
6 to 11 envelopes. Each...**60¢**
Carton of 12 envelopes...**$6.80**

No. DC-5—Cut-Out Leaves. Made of light, flexible stock, in three assorted sizes, 5-in., 8-in. or 12-in., and assorted colors of light orange, red and dark brown. Put up in envelopes with 36 leaves of each size, assorted colors.
1 to 6 envelopes. Each.....**45¢**
7 to 14 envelopes. Each.....**40¢**
Per carton of 15 envelopes.....**$4.80**

No. DC-42—Large Size. 15 in. high by 12½ in. wide. Put up 24 assorted lefts and rights to carton. Per carton..**$2.40**
Per half carton (6 left and 6 right)..**1.30**

Squirrel Cut-Outs

These attractive cut-outs, with the design carried out in colors of light and dark brown, cream and black, may be used in numerous ways.



No. DC-44—Small Size. 8¼ in. high by 6¾ in. wide. Packaged 48 assorted lefts and rights to carton. Per carton..**$2.40**
Per half carton (12 left, 12 right)..**1.30**
Per dozen (6 left, 6 right).....**.70**

Football Players Design-Craft

Use this panel to score "touchdowns" with your displays. The color and dash of this design will compel attention wherever you use it. A most effective fall display item. It is done in red, light amber, and brown, on a sand background.

No. DF-108-M—Football Players Panel 40 in. x 72 in., white, flexible corrugated backing. Each..... **$2.60**

No. DF-48-M—Three individual Football Players Panel, each 40 in. x 72 in. Price..... **$6.45**

Harvest Scene Design-Craft

The spirit of the fall season is embodied in the beautiful design of this panel. Its color scheme consists of rich autumn hues of orange, brown and maize on a background of light orange. Highly decorative in itself, you will find this panel a helpful and most attractive item for your fall displays.

No. DF-113-M — Harvest Scene Panel 40 in. x 72 in. White flexible corrugated backing. Each.... **$2.60**

No. DF-13-M—Three individual Harvest Scene Panels, each 40 in. x 72 in. Price..... **$6.45**

TONE-CRAFT

TONE-CRAFT has an entirely new texture and a depth of color that makes it an outstanding contribution to modern decorative treatment. Its very newness gives it remarkable attention-value. At a normal viewing distance, it has a soft, cloth-like appearance which distinctly flatters the merchandise on display. It gives back no glare to distract attention.

TONE-CRAFT is one of the most adaptable of decorating materials, and may be used for an infinite variety of cut-out panels and display stands. It also is used for covering entire backgrounds.

TONE-CRAFT has a heavy, two-toned rough surface with a white corrugated backing. Rolls are 40 inches wide and 30 feet long (100 square feet).

No. DM-510-M—Orchid
No. DM-514-M—Purple
No. DM-526-M—Turquoise
No. DM-535-M—Green
No. DM-541-M—Primrose
No. DM-565-M—Pink
No. DM-569-M—American Beauty
No. DM-500-M—White
No. DM-508-M—Black
No. DM-524-M—Light Blue
No. DM-527-M—French Blue
No. DM-528-M—Blue
No. DM-531-M—Nile Green
No. DM-530-M—Spring Green
No. DM-542-M—Yellow
No. DM-543-M—Light Amber
No. DM-545-M—Light Orange
No. DM-552-M—Red
No. DM-581-M—Apricot
No. DM-583-M—Sand
No. DM-587-M—Brown

Has a heavy, two-toned rough surface with a white fluted or corrugated backing. Rolls are 40 inches wide, 30 feet long (100 square feet). All colors. Per roll..... **$2.80**

No. DM-595-M—Silver Bronze.
No. DM-590-M—Gold Bronze. } Rolls 40 inches wide by 30 feet long (100 square feet). Per roll..... **$3.25**

DEEP-TONE PAPERS

DEEP-TONE is the surface material of Tone-Craft and is available in the same colors as Tone-Craft without the corrugated backing. DEEP-TONE provides a beautiful two-toned color effect and a rich, velvety background for floors and other flat work at a low price. It is an ideal material for covering the base of windows, showcases and interior displays, and for making flat, full length background panels. It is heavy and lies flat with a minimum of tacking.

In rolls 40 inches wide by 30 feet long (100 square feet).

Available in all the colors of Tone-Craft listed above. All colors. Per roll..... **90¢**

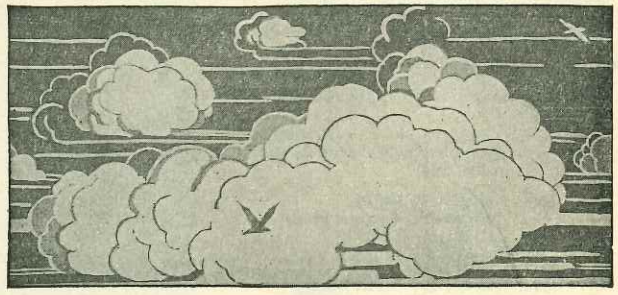
No. DM-595—Silver and No. DM-590—Gold Bronze. Per roll..... **$1.40**

Design-Craft Football No. DF-14

A very realistic football for use with college pennants or any displays featuring the sport itself. Supplements the Football Players Panel No. DF-108-M nicely. Just right for size and color. No. DF-14 — Cut-out 12 in. long x 7½ in. wide. Put up in packages of 12 cut-outs each. Per carton of 6 packages (72 cut-outs).... **$5.00**
Single packages (12 cut-outs).... **$1.00**

DESIGN-CRAFT

Design-Craft combines greater durability with a new smart appearance to give you the ideal display material. None of the surfaces are easily marred; in fact, you may even walk upon them without ruining the surface. The corrugated backing, embossed at two-inch intervals for easy cutting, is covered with a white Kraft stock which can be used for a display surface.

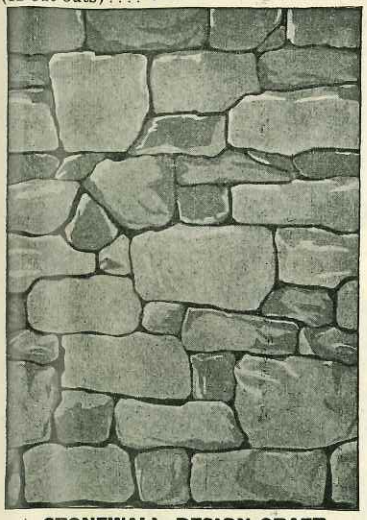


CLOUDS DESIGN-CRAFT

A new design in a 40 in. x 84 in. horizontal panel. The fleecy white clouds, tinted with shell pink, stand out against a pale blue sky. The continuous design permits the use of long lengths, consisting of several panels in one roll. You will find many uses for this in your display plans.

No. DM-102-M—Individual Horizontal Panel, 40 in. x 84 in. Each..... **$2.70**

No. DM-42-M—Roll 40 in. x 28 ft. (4 complete panels)..... **$6.00**



STONEWALL DESIGN-CRAFT

No. DM-40-M — The arrangement and colors are particularly realistic. Printed in four colors on a rose grey background of Tone-Craft. Comes in rolls 40 in. x 30 ft. long. Per roll..... **$4.65**

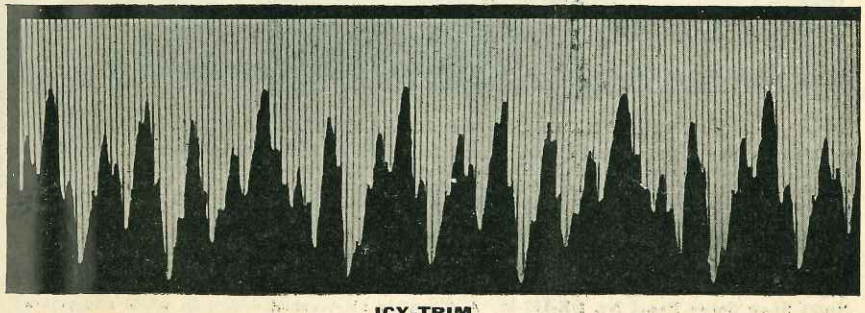
DESIGN-CRAFT BRICK WALL

No. DM-64-M—Printed in beige and light buff with white mortar. Comes in rolls 20 ft. x 60 in. (100 square feet). Per roll. **$4.50**

No. DM-62-M—Small Red Brick Design Craft rolls (100 square feet). 20 ft. x 60 in. Per roll..... **$4.00**

STARDUST DESIGN-CRAFT

No. DM-63-M — Silver Star on Blue Design Craft Rolls. 20 ft. x 60 in. (100 square feet). Per roll..... **$4.00**



ICY-TRIM

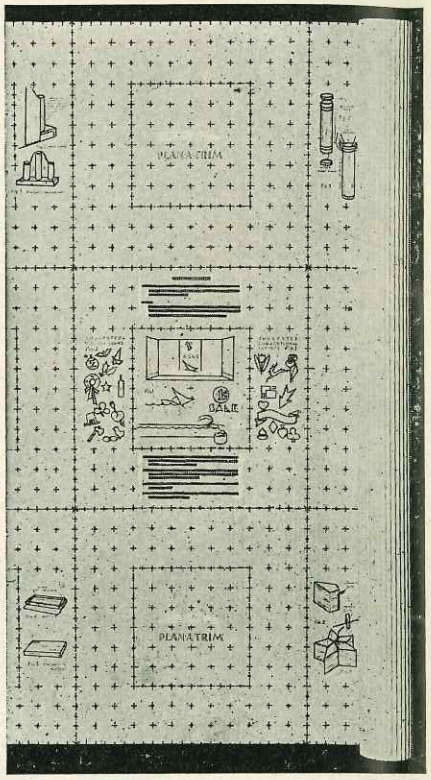
No. X-413—A glistening icicle effect which you can use in many of your windows and throughout your store. Icy-Trim is made of a mica impregnated paper with a corrugated surface. Scored on a line 1 in. from the top edge and parallel to it for easy installation and so that the tacking edge is concealed. In rolls 25 ft. long x 10½ in. wide. Each roll in an attractive carton. Per roll..... **90¢**

NEW!!! PLAN-A-TRIM

The Popular Corrugated Surface Decorating Material

Plan-A-Trim is available in a wide variety of distinctive and popular colors, ranging from white and pastel shades to the metallic golds and silvers.

Plan-A-Trim helps you to plan your window trim. Convenient guide lines on the backing sheet of every roll eliminate any necessity for measuring instruments and make accurate cutting and scoring easy. Cuts evenly and cleanly, leaving no frayed or fuzzy edges. Also on the backing sheet are plans (fully explained, illustrated and dimensioned) for a wide variety of pedestals, plateaus, backgrounds, appliques, etc. (See illustration.)



Each roll comes packed in an individual container. Rolls 60 inches wide by 20 feet long (100 square feet).

No. DM-600-M—White
No. DM-603-M—Antique Ivory
No. DM-608-M—Black
No. DM-610-M—Orchid
No. DM-618-M—Fuchsia
No. DM-624-M—Light Blue
No. DM-627-M—French Blue
No. DM-628-M—Blue
No. DM-631-M—Nile Green
No. DM-635-M—Green
No. DM-639-M—Dark Green
No. DM-642-M—Yellow
No. DM-645-M—Light Yellow
No. DM-646-M—Orange
No. DM-652-M—Red
No. DM-681-M—Apricot
No. DM-683-M—Sand
No. DM-689-M—Van Dyke Brown

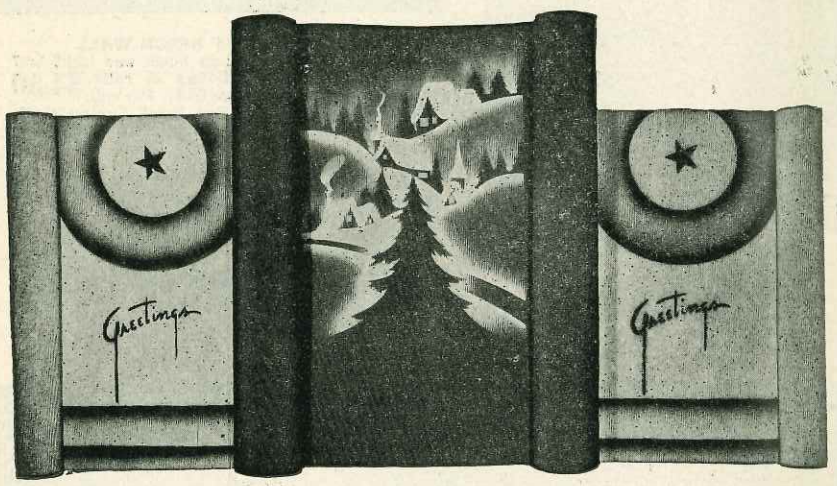
1 to 3 rolls. Per roll..... **$3.00**

4 to 9 rolls. Per roll..... **$2.95**
10 to 24 rolls. Per roll..... **2.85**

No. DM-690-M—Gold, **No. DM-695-M**—Silver } Silver and Gold, 30 in. wide by 20 ft.

1 to 3 rolls. Per roll..... **$3.75**

4 to 9 rolls. Per roll..... **$3.50**
10 to 24 rolls. Per roll..... **3.35**



DELUXE NIGHT SNOW SCENE BACKGROUND UNIT

This three-panel set is a real display value. It is made of Plan-A-Trim (corrugated surface) and is easily assembled. Its dark blue center panel is air-brushed with a highly attractive design in white and yellow. The white side panels are air-brushed in blue. The overall width of the set when assembled is 9 feet and the center panel is 60 inches high with side wings 48 inches high.

Display Unit No. DE-104—Deluxe Night Snow Scene. Complete in fiber carton. Price, per carton..... **$4.80**

Display Set No. DE-105—Night Snow Scene. 1 panel 60 inches high by 48 inches wide. Two 9-inch Columns complete in fiber carton. Price, per carton..... **$3.20**

Night Snow Scene Panel No. DE-107-M—A delicately air-brushed design in white and yellow on a deep blue Plan-A-Trim panel (corrugated surface) 30 in. x 72 in. The display man may install small lights in this panel with most attractive results. An excellent display value. Price, per panel..... **$2.60**

Plan-A-Trim Panels No. DE-47-M—Three Snow Scene Panels packaged in one fiber carton. Price, per carton..... **$6.45**

SANTA WINDOW ENSEMBLES

The material for each of these beautiful windows below may be bought in a complete ensemble which can be easily and quickly installed and which will give you a finished, smart window display at very little cost.

CHRISTMAS FIRESIDE ENSEMBLE No. DE-102

All the material necessary to make the beautiful window above is as follows:

1 large Santa cut-out, standing 62 in. high
1 fireplace cut and creased
1 set of black Glaze-Craft andirons
2 Tone-Craft logs
1 cut-out yellow Tone-Craft flame
1 13-inch died-out wreath
15-ft. primrose Tone-Craft for background
8-ft. blue Deep-Tone for background
1 fold blue crepe
20-ft. copper Lustr-Weav
20-ft. unmounted Wood Grain paper
1 instruction sheet

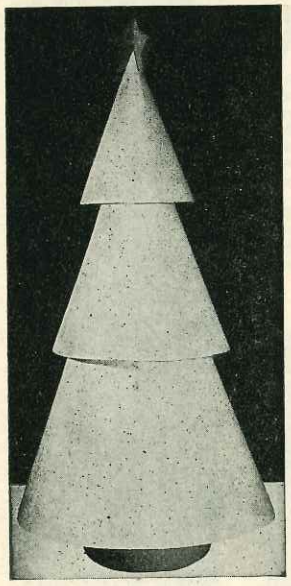
(Stockings and candlesticks not included in set.) Set complete..... **$4.80**

CHRISTMAS EVE ENSEMBLE No. DE-103

All the materials necessary to make the jolly and eye-arresting background above are as follows:

2 small Santa cut-outs (seated Santa not illustrated)
10-ft. Stardust Design-Craft 60 in. wide
1 cut-out blue Tone-Craft tree 50 in. high.
1 brick house and chimney with Frostex roof, cut-out, 44 in. high
1 brown Tone-Craft house with blue Frostex roof and Tone-Craft chimney
10-ft. white Deep-Tone 40 in. wide for floor
1 fold dark blue crepe for borders

Set complete..... **$4.80**



FROSTED WHITE CHRISTMAS TREES

No. DE-115—A glistening stylized Christmas Tree for smart displays. The three slopes are entirely covered with particles of a very reflective material, and give a dazzling effect, which may be increased even more with spot lighting. The tree is supported by a strong under-support of double-faced corrugated board and is readily assembled. Each tree has a double blue star for the top and a blue base. 44 in. high. One tree, complete, in fiber carton. **$3.85**
Per carton.....

CANDLELIGHT PANEL

Tall, slender candles with brilliant halos of gold and a hint of the green Christmas tree against a brilliant red background are found in this colorful panel. This is a beautiful, modern design that can well be used as a motif for decorating the entire store.

Design-Craft No. DX-109-M—1 panel only 7 ft. x 40 in. Per panel..... **$2.60**

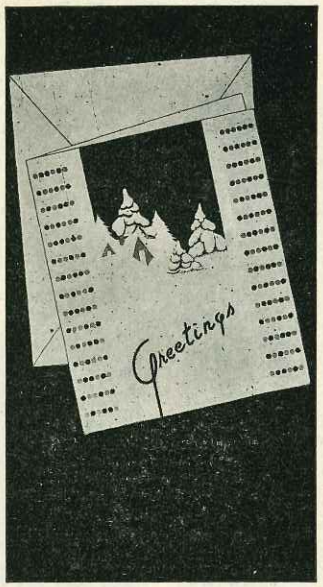
Design-Craft No. DX-9-M—In rolls 28 in. long (4 complete panels), 40 in. wide. 1 roll in fiber case..... **$6.45**

CANDLE PANEL

A silver candle outlined in red on a white Tone-Craft background. This bright, attractive panel is highly decorative.

Design-Craft No. DX-116-M—Candle Panel 40 in. wide, 72 in. high. Red, white, silver. White flexible corrugated backing. Per panel..... **$2.60**

Design-Craft No. DX-16-M—Roll of 3 Candle Panels packaged in one fiber carton. Per carton. **$6.45**



GREETING CARD PANEL

A giant greeting card screen processed on a 40 in. x 72 in. vertical panel of deep blue Tone-Craft. In keeping with the latest display ideas.

Design-Craft No. DX-104-M—Greeting Card 40 in. wide, 72 in. high. Red, silver, white on blue Tone-Craft. White flexible corrugated backing. Per panel..... **$2.60**

Design-Craft No. DX-44-M—Roll containing 3 Greeting Card Panels packaged in one fiber carton. Per carton. **$6.45**

CHRISTMAS WREATH PANEL

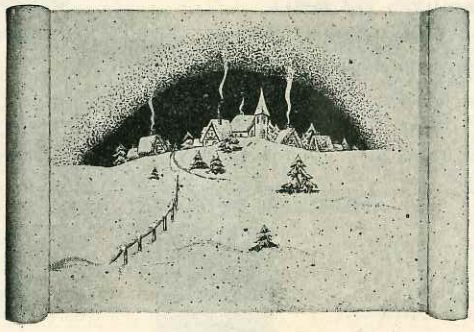
Green wreath with a large bow on a 40 in. x 72 in. white background of Tone-Craft. "Season's Greetings" wording is coated with highly reflective particles to give a brilliant effect.

Design-Craft No. DX-105-M—**Christmas Wreath. 40 in. wide, 72 in. high. Red, green, white, silver.** White flexible corrugated backing. Per panel..... **$2.60**

Design-Craft No. DX-45-M—Roll of 3 Christmas Wreath Panels packaged in one fiber carton. Per carton.... **$6.45**

SANTA AND TREE LEDGE UNIT

No. DX-107—Ideal for small windows. May also be used on ledges and for similar interior treatments. The design is done in green and red on a white background of Tone-Craft. The set is 40 in. high and 60 in. wide assembled, with 5-in. columns. Price..... **$2.00**



WINTER VILLAGE SCENE LEDGE UNIT

No. DX-108—Printed in blue and red on white Tone-Craft. White flexible corrugated backing. Is so planned so as to compliment merchandise placed before the set. 40 in. high, 60 in. wide when assembled. Complete with column supports. Per set..... **$2.00**

SHOPPERS' PARADE DESIGN-CRAFT

A display material which is particularly outstanding for the many features it offers. The design is admirably conceived for seasonal attractiveness and is produced in two distinctive color combinations, one a Day Scene and the other a Night Scene. It is available in panel or roll form. Highly adaptable to individual treatment, it may be classified as one of the most versatile and attractive display items of the season.

WINTER COACH SCENE

A 40 in. x 84 in. horizontal panel. The coach and horses printed in vermilion with tall tress and firs of ultramarine blue and silver blend beautifully on a background of light blue. Especially convenient for panoramic effects over ledges and for wall or window treatments.

DESIGN-CRAFT No. DX-115-M Winter Coach Scene Panel—40 in. high, 84 in. long. Red, blue, silver. Per panel.. **$2.60**

DESIGN-CRAFT No. DX-15-M Winter Coach Scene—Roll 40 in. wide, 28 ft. long (4 complete panels. Per roll.. **$7.75**

SHOPPERS' PARADE NIGHT SCENE

Design-Craft No. DX-114-M—Shoppers' Parade Night Scene Panel. 40 in. wide, 84 in. long. Blue, white, light blue, medium blue, dark blue, yellow. White flexible corrugated backing. Per panel..... **$2.60**

Design-Craft No. DX-14-M—Shoppers' Parade Night Scene. Blue-white, light blue, medium blue, dark blue, yellow. One roll 40 in. wide, 28 ft. long to fiber carton (4 panels). Per carton.. **$7.75**

SHOPPERS' PARADE DAY SCENE

Design-Craft No. DX-106-M—Shoppers' Parade Day Scene Panel. 40 in. wide, 84 in. long. Red, white, brown, sand. White flexible corrugated backing. Per panel..... **$2.60**

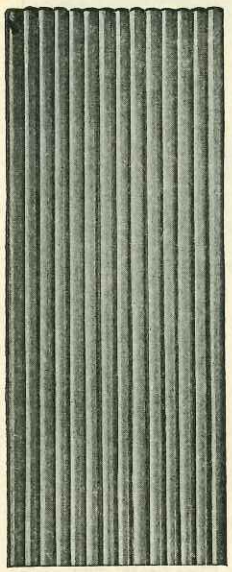
Design-Craft No. DX-6-M—Shoppers' Parade Day Scene. Red, white, brown, sand. One roll 40 in. wide, 28 ft. long to fiber carton (4 panels). Per carton..... **$4.00**

Decorative Deep-Tone Paper No. DM-6—Shoppers' Parade Day Scene. Red, white, brown, sand. One roll 40 in. wide, 28 ft. long wrapped in Kraft paper. Per roll..... **$1.85**

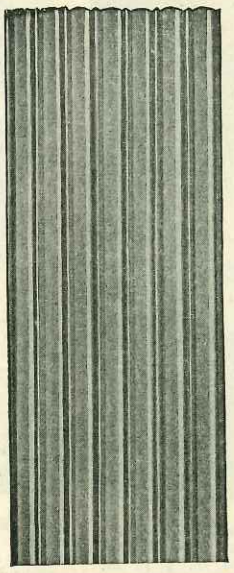
THE STORY OF ARCHITEX

ARCHITEX won the enthusiastic acclaim of display men at the last convention of the International Association of Display Men. Its immediate acceptance by these leaders in the field was most gratifying. We believe this was due to the nature of the product itself, its beautiful modern appearance, its classic design, its enhancement of merchandise. ARCHITEX is made of heavy stock formed into panels of various grooved effects simulating the appearance of expensive plaster or specially milled wood. On this page appear the various designs in which ARCHITEX is available. For beautiful classic columns, plaster effect and backgrounds, display pedestals and platforms, decorative borders and valances, ARCHITEX is filling a definite requirement in modern display.

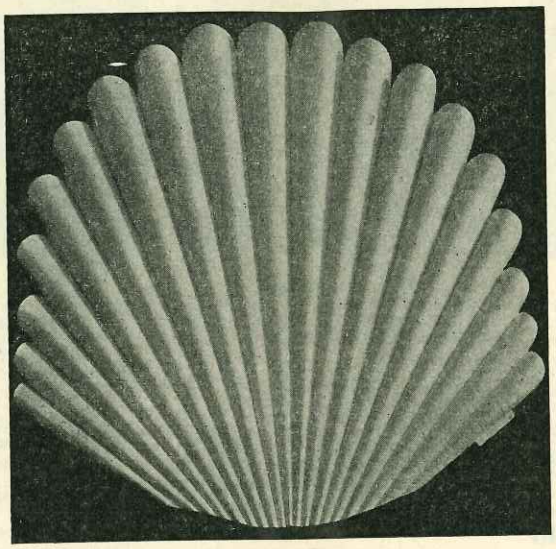
ARCHITEX is featured in beautiful oyster white in all designs. Each design of ARCHITEX is of a reversible nature, either side being attractive, depending on the effect desired. Special colored designs on ARCHITEX can be easily achieved by lacquering or by applying first, a coat of shellac and then oil painting. By using ARCHITEX first in its original color and then painting or reversing, its use can be prolonged indefinitely. Standard sizes are as follows: Single sheets 7 ft. high by approximately 20 in. wide. Packed 6 single sheets to a carton. Sizes up to 12 ft. high on special order.



Design A — 1¼-in. half round groove finished both sides. Single sheets 20 in. x 7 ft. Each **$1.85**



Design D — 2-in. half round groove with intervening ½-in. pleat, finished both sides. Single sheets 20 in. x 7 ft. Each..... **$1.85**

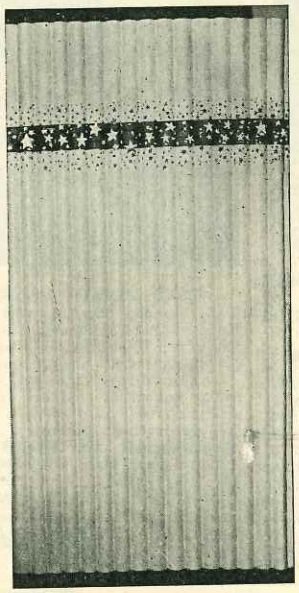


ARCHITEX SEA SHELL

An unusual new ARCHITEX creation. Just the thing for vacation displays. Can be used also as an indirect lighting fixture or flower bracket for window or interior use. Available in two sizes (White only): 22 in. high by 18 in. wide and 40 in. high by 36 in. wide.

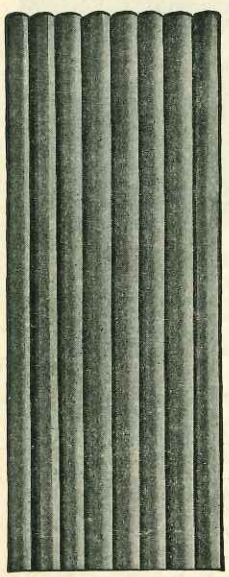
No. DM-1165—White Large Shell, 40 in. x 36 in., 3 to carton. Per shell..... **$2.25**

No. DM-1166—White Small Shell, 22 in. x 18 in., 6 to carton. Per shell..... **$1.15**



CHRISTMAS DESIGN ARCHITEX

A new design, using the 2½-in. half round groove, with silver stars on a 4-in. blue band, the stars also extending for 3 in. on each side of the band. Sheets approximately 40 in. wide x 7 ft. Each..... **$4.40**



ARCHITEX DECORATIVE

Introducing a totally new and different product to the display field—new in appearance—different in principle and design from any other decorative material. The design is permanently embossed on a special heavy stock of a beautiful oyster white.

Created especially to satisfy the demands of the thousands of smaller stores who wanted ARCHITEX but could not pay the price for the regular product.

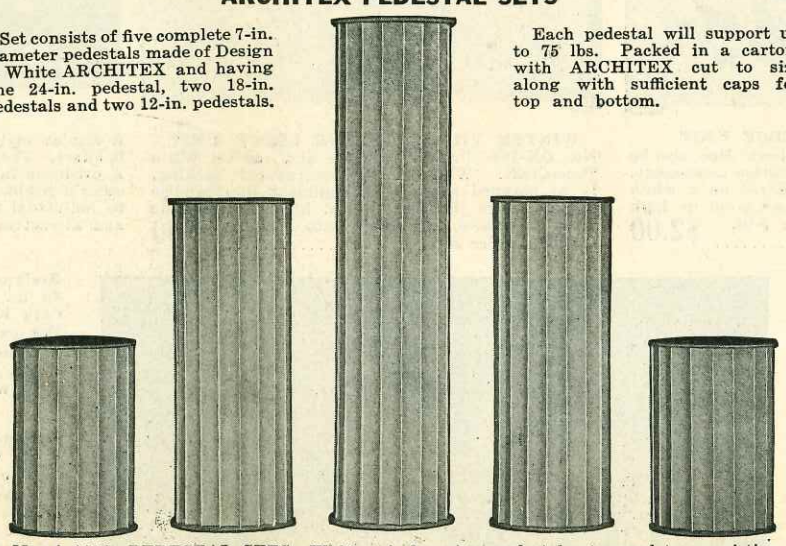
This new Design H in sheets 30 in. wide by 6 ft., white only. Each... **$1.30**

Design H — 2-in. half round groove, finished both sides. Single sheets 30 in. x 6 ft. Each..... **$1.30**

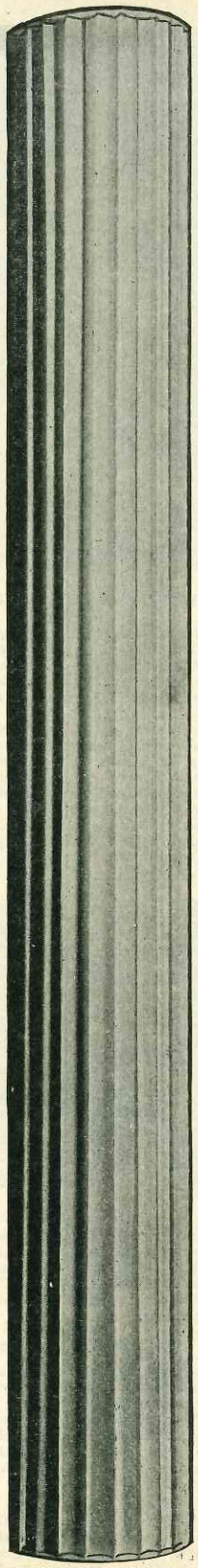
ARCHITEX PEDESTAL SETS

Set consists of five complete 7-in. diameter pedestals made of Design A White ARCHITEX and having one 24-in. pedestal, two 18-in. pedestals and two 12-in. pedestals.

Each pedestal will support up to 75 lbs. Packed in a carton, with ARCHITEX cut to size along with sufficient caps for top and bottom.



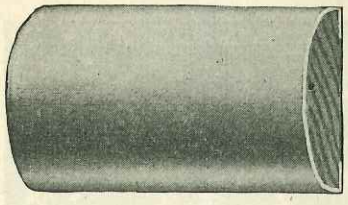
No. A-1195—PEDESTAL SETS—White. A five-piece pedestal set complete, consisting of one 24-in. pedestal, two 18-in. pedestals, two 12-in. pedestals with caps. Price per set..... **$3.20**

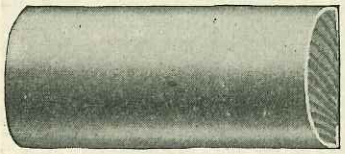


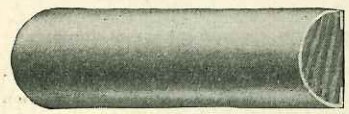
ARCHITEX PILLAR

A column 7 ft. high, 7 in. in diameter, can be made from 1 single (20 in.) sheet of ARCHITEX.

MEDALLION FOIL Covered Wood Mouldings







Any of these inexpensive mouldings will do wonders in finishing off your show window backgrounds and panels. Also has numerous other uses in store interiors, booths, display cards, theaters, cafes, homes, etc. Medallion mouldings are light enough in weight to be easily handled and flexible enough to be used even on curved surfaces. Quickly and easily applied with glue, screws or headless tacks or nails. They will retain their luster indefinitely.

Medallion dull silver aluminum leaf foil covered (over wood).

No. MC-3584—1-in. flat oval. Bundle containing 330 ft. consisting of 40 strips each 8 ft. 3 in. long. Per bundle..... **$17.00**
Per ½ bundle..... **$9.00**
Less than ½ bundle lots, per strip of 8¼ ft. (no less than 5 strips sold)..... **55¢**

No. MC-2584—¾-in. flat oval. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in. long. Per bundle..... **$15.35**
Per ½ bundle..... **$8.15**
Less than ½ bundle lots, per strip of 8¼ ft. (no less than 5 strips sold)..... **50¢**

No. MC-2502—½-in. half round. Bundle contains 330 ft. consisting of 40 strips each 8 ft. 3 in. long. Per bundle..... **$13.70**
Per ½ bundle..... **$7.35**
Less than ½ bundle lots, per strip of 8¼ ft. (no less than 5 strips sold)..... **45¢**

COPPER FOIL Covered Wood Mouldings

No. MC-2660—¾-in. flat oval. No. MC-2657—½-in. half round.
Prices same as Silver Foil Medallion Mouldings.

"SILVER" CHROME Covered Wood Mouldings

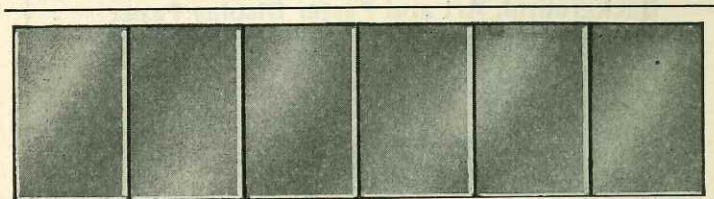
The ideal finish for all architectural and display moulding trim. Almost imperishable—it is light in weight yet will not rust, tarnish or warp because constructed of genuine heavy chrome plating over quality sheet zinc drawn through dies over shaped wood cores. Chrome mouldings impart that brilliant, ultra modern effect demanded today in display, decorative and fixture trims.

No. MC-18—1-in. flat oval. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle..... **$20.00**
Per 8-ft. strips..... **$1.00**

No. MC-17—¾-in. flat oval. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle..... **$18.00**
Per 8-ft. strips..... **90¢**

No. MC-1—½-in. half round. Bundle containing 200 ft. consisting of 25 strips each 8 ft. long. Per bundle..... **$16.00**
Per 8-ft. strips..... **80¢**

All above mouldings sold in **minimum** quantity of 5 strips.

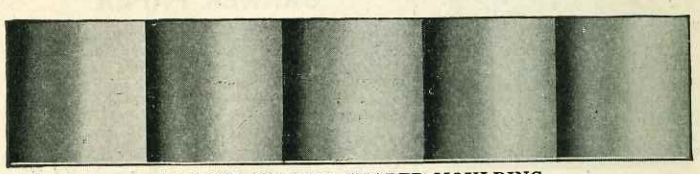


CHROME METAL FLEXTAPE

The Newest Border in Silver Chrome, Metallic Blue, Metallic Green and Metallic Red. 1 in. wide, 30 ft. roll..... **$2.50**

FOIL COVERED FLEXTAPE

Colors: Gold, Silver, Copper, Metallic Blue, Metallic Red and Metallic Green. 1 in. wide, 72 ft. roll..... **$1.50**

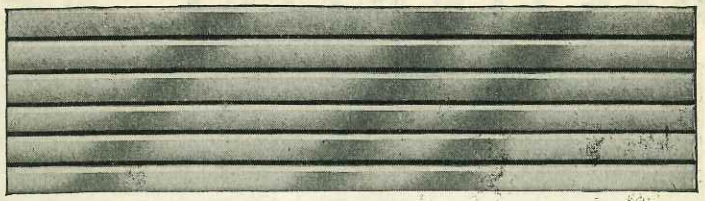


MIRROR CHROME SHAPED MOULDING

¾ in. half round shaped, flat metal Bright Chrome Finish. Approximately 100 ft. to coil.
½ in. wide by approximately 100 ft. Per roll..... **$2.75**
¾ in. wide by approximately 100 ft. Per roll..... **3.75**

MIRROR CHROME FLAT MOULDING

Plain Flat Chrome Metal Moulding, 100 ft. to the coil.
½ in. wide by approximately 100 ft. Per roll..... **$1.95**
¾ in. wide by approximately 100 ft. Per roll..... **2.75**



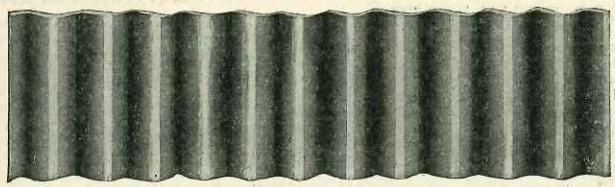
LUSTRE RIB BORDER OR BANDING

The ideal all-purpose display tape at a low price. Can be used in a great number of ways. A necessary decorative item for every display department for producing a really smart finish to any trim. Made of genuine metal foil on heavy paper back, lacquered, tarnish-proof. 1-inch wide. Priced very low.

No. DC-780—Silver. Per 100-ft. roll..... **75¢**

No. DC-781—Gold
No. DC-782—Copper
No. DC-786—Nile Green
No. DC-789—Emerald Green
No. DC-788—Red
No. DC-790—Dark Blue
No. DC-791—Black
All colors per 100-ft. roll (1-in. wide)... **85¢**

No. DC-779—Silver, 2 in. wide. Per 100-ft. roll..... **$1.45**



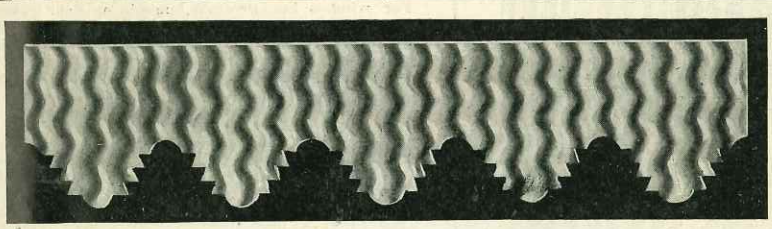
Exact Size

CORRUGATED FOIL MOULDINGS OR EDGINGS

No. MK-599—A foil moulding mounted on a Kraft paper back which is gummed and corrugated. 15/16 of an inch wide. Comes 85 feet to a roll. There are really 100 feet of tape in a roll when flat but the corrugation reduces the length to 85 feet. Put up in individual boxes. Silver or Gold. Per roll..... **$1.00**

PLAIN FOIL MOULDING

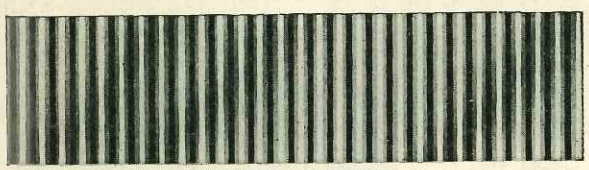
No. MK-600—A bright Chrome foil moulding without any corrugation. Mounted on a Kraft paper back which is gummed. 15/16 of an inch wide. Put up in individual boxes. 100 feet to the roll. Silver only. Per roll..... **$1.00**



½ Actual Size

STREAMLINE FANCY DIE-CUT EDGING

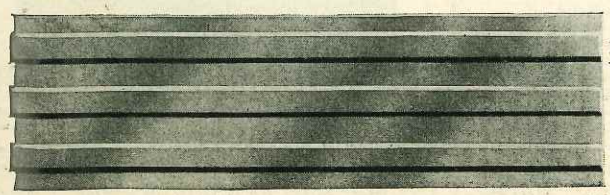
No. DC-770—Silver Ripple Corrugated Moulding. Silver Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... **$2.00**
No. DC-771—Gold Ripple Corrugated Moulding. Gold Foil with backing of heavy Kraft paper. 100 ft. to the roll and 1¾ in. wide. Per roll..... **$2.00**



"RIPILEDGE"

No. MM-78—A new gummed back, **chrome** faced foil decorative border material in a pleated or corrugated effect. Comes ⅞ in. wide by 100 ft. to roll. Silver or Gold. Per 100 ft... **$1.00**

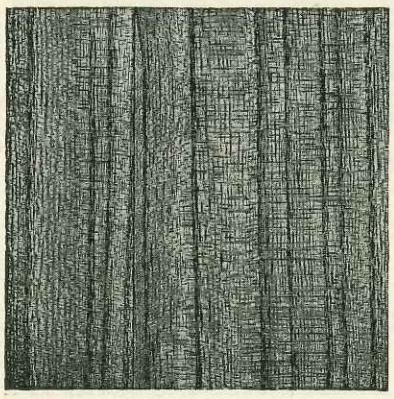
No. MM-2—Also available 2 in. wide by 50 ft. to a roll. Silver or Gold..... **$1.00**



Kimbend Moulding

No. MK-99 has many distinct uses and advantages over any other moulding now on the market. It is pliable and can therefore be bent without breaking. The corners may be mitered to form square frames. **Surface** has metallic chrome face. **Back**—This material is gummed and will stick to most surfaces. **Packing**—Put up in rolls of 100 ft. in box 8 in. by 8 in. One roll of 100 feet 15/16 in. wide. If interested write for sample piece. Price..... **$2.80**

DISTINCTIVE NEW DISPLAY PAPERS



WOOD GRAIN PAPER

Wood grain papers made from actual photographic reproductions may be had in following varieties: Brown Mahogany, Gumwood, Bird's-eye Maple, Cedar, Burl Walnut, Birch, Cork, Oak, Red Mahogany, Plaster, Burlap.

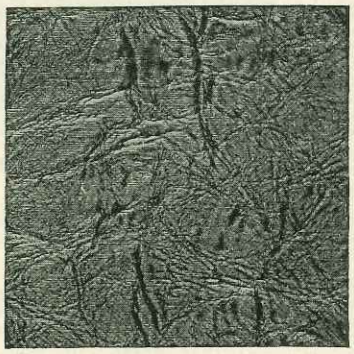
26 in. wide by 25 ft. long. Per roll..... **$1.25**

26 in. wide by 100 ft. long. Per roll..... **$4.50**

Write for sample swatches.

WOOD GRAIN PAPERS
Cedar Grain Only

26 in. wide by 60 ft. long. Per roll..... **$2.60**



IMITATION SPANISH GRAIN LEATHER PAPER

A new all-purpose, pyroxylin treated display paper, hammer embossed. The colors, which sparkle with the brilliance of sunlight, are permanent.

Unusual color effects may be obtained from the unique duo-tone treatment.

An ideal display paper—is rub-proof—will not tarnish—soil-proof—may be safely cleaned with a damp cloth.

Put up in rolls 26 in. wide by 50 ft. Per roll..... **$2.85**

Half roll, 26 in. wide by 25 ft. Per half roll..... **$1.50**

Carried in stock in the following colors:

No. DP-3309—White and silver
No. DP-3320—Green and white
No. DP-3330—Orchid and green
No. DP-3319—Blue and silver

Write for sample swatches.

WHITE POLKA DOTS

A Distinctive New Display Paper.

The illustration is a half size reduction of this all-over pattern for Panels, Floors, Backgrounds and Coverings. White Polka Dots on the following iridescent finish colors:

No. DP-2285—Off White
No. DP-2286—Ivory
No. DP-2289—Canary Yellow
No. DP-2290—Seafoam
No. DP-2292—Light Blue
No. DP-2296—Light Apple Green

Roll 26 in. wide x 50 ft. Per roll..... **$1.50**

SILVER STAR FANCY PAPER

An Unusually Attractive Display Paper.

The illustration shows a half reduction of this pattern:

No. DP-2470—White with Silver Stars
No. DP-2479—Green with Silver Stars
No. DP-2482—Blue with Silver Stars

Roll 26 in. wide x 50 ft. Per roll..... **$1.50**

DECORATIVE DISPLAY PAPERS

Write for samples of anything you need in fancy papers for window display backgrounds, panel coverings, also papers and leatherette for floor coverings.

Regular Velton Display Paper

An exceedingly tough, very attractive crinkled heavy paper, made expressly for show window floor covering or as a background material. Also fine for re-covering old pedestal sets, plateaus, rounds, etc. Tubes and panels can be covered as the material is 60 in. wide and comes in rolls 20 ft. long, making a total of 100 square feet to a roll.

Each roll boxed. Shipping weight 7½ lbs. to roll.

No.	No.
RV- 1—White	RV- 9—Sand
RV- 2—Red	RV-10—Orange
RV- 3—Sky Blue	RV-11—Black
RV- 4—Brown	RV-12—Canary
RV- 6—Dark Green	RV-13—Spring Green
RV- 7—Pink	RV-16—Violet
RV- 8—Dark Blue	RV-17—Light Green

20 ft. x 60 in. Per roll..... **$2.25**

No. RV-14—Silver. No. RV-15—Gold. Per roll 20 ft. x 60 in.... **$2.45**

Write for sample color swatches.

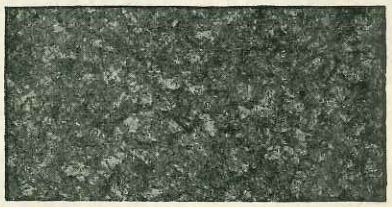
Textile Embossed Display Paper
"SUNFAST"

For window backgrounds, panels or floor coverings. A very tough and strong paper. Made of genuine No. 1 extra strong bleached Kraft. The colors are all high in "Fadometer" tests (almost fade-proof). Carried in stock in 15 beautiful colors.

No. TP- 1—Emerald Green	26 in. wide
No. TP- 2—Red (very bright)	26 in. wide
No. TP- 3—Light Green	26 in. wide
No. TP- 5—Canary Yellow	26 in. wide
No. TP- 6—Medium Blue	26 in. wide
No. TP- 7—Light Blue	26 in. wide
No. TP- 8—Dark (Royal) Blue	26 in. wide
No. TP- 9—Lavender	26 in. wide
No. TP-10—Light Gray	26 in. wide
No. TP-11—White	26 in. wide
No. TP-12—Black	26 in. wide
No. TP-13—Buff	26 in. wide
No. TP-14—Light Brown	26 in. wide
No. TP-15—Mandarin	26 in. wide
No. TP-16—Autumn Green	26 in. wide

50 FEET to a roll—26-inch widths. Per roll..... **$1.50**

Write for sample swatches.



CORK DESIGN DISPLAY PAPER

26 in. wide by 25 ft. long. Per roll..... **$1.25**

26 in. wide by 100 ft. long. Per roll..... **$4.50**

Cork Briar Sheen No. BS-716—Washable leatherette fabric in cork reproduction. 54 in. wide. Per roll of 12 yards..... **$6.00**

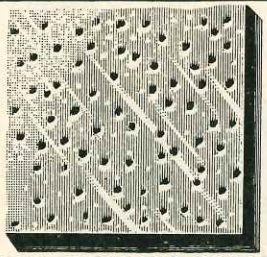
TECHNICOLOR
Background, Art and Poster Display Paper

Can be used with air-brush or water colors. Will not bleed
Dull coated one side—all vivid colors

No. DP-1903—Light Green	No. DP-1914—White
No. DP-1904—Dark Green	No. DP-1915—Light Blue
No. DP-1905—Buff	No. DP-1916—Deep Blue
No. DP-1907—Orchid	No. DP-1918—Chinese Yellow
No. DP-1911—Bright Red	No. DP-1919—Tangerine
No. DP-1913—Black	No. DP-1921—Light Buff

Put up in rolls 36 in. wide by 75 feet to a roll. Price, per roll..... **$1.90**

Per half roll, 36 in. wide by 37½ ft. to a roll..... **$1.00**



FOIL COVERED COLOR DEEP BOARD

Available in 26x42-in. sheets. Foil covered on black or red board in the following colors of foil on either colored board:

Red Green
Blue Silver

Pebbled or Plain Face. 26x42-in. sheet. Each.... **75¢**

Minimum Order 3 Sheets. Write for Samples of Color Deep Board. Make Your Own Etched Panels. Foil Covered Color Deep Board provides a colored finished edge when etched or cut through for cut-out letters, panels, signs, backgrounds.

POSTER BOND
BANNER PAPER

Unequalled for banners, streamers and art work. Has a hard, firm surface which produces clean and sharp lines. It is less absorbent and freer from buckling than most any other grade. Bleedproof and sunfast.

Put up in rolls 36 in. wide by 50 yards.

Carried in stock in the following colors:

No. DP-4400—White.	Per roll..	**$1.25**
No. DP-4401—Light Green.	Per roll..	**1.35**
No. DP-4404—Canary.	Per roll..	**1.35**
No. DP-4405—Goldenrod.	Per roll..	**1.45**

GROSGRAIN RIBBON EDGING

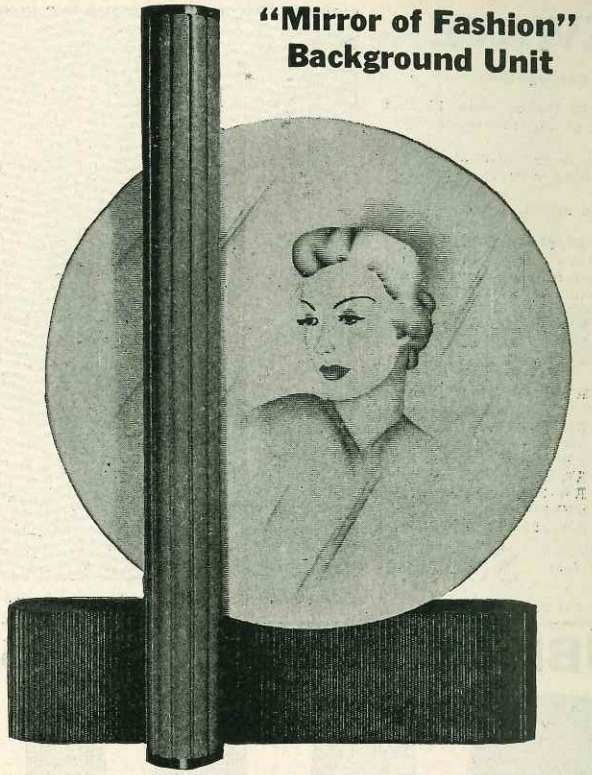
A smart border material ⅞ in. wide, 150 ft. to roll.

Colors:

No. R-4941—White
No. R-4942—Peach
No. R-4943—Nile Green
No. R-4944—Gold
No. R-4945—Maize

Per roll..... **$1.25**

"Mirror of Fashion" Background Unit



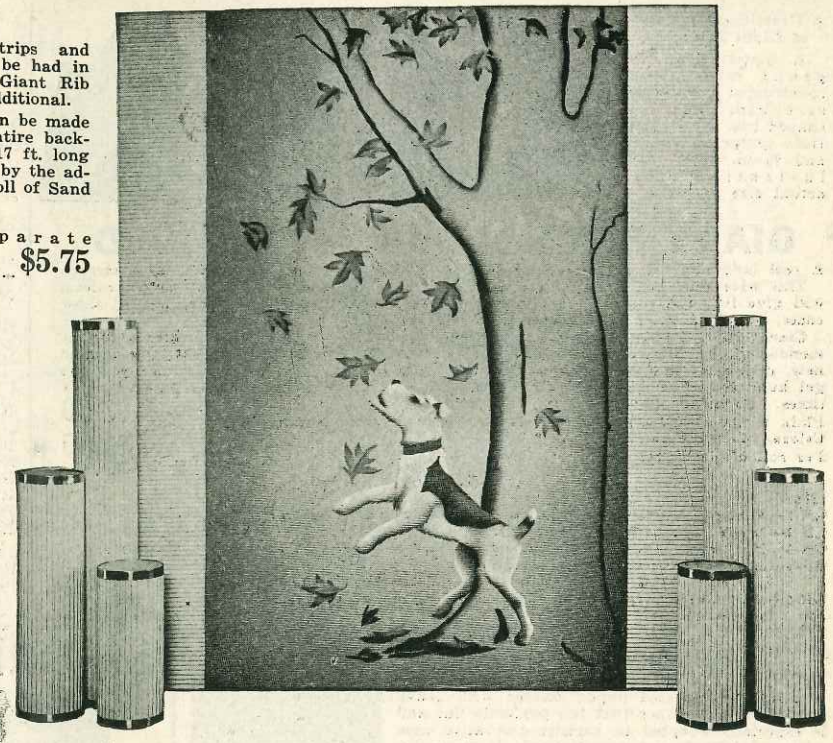
No. GF-3—7 ft. high by 5 ft. 6 in. wide. The white circle of this display reflects a beautiful fashionable Miss, air-brushed in natural tones and light blue glass reflection. The column at left is 7 ft. tall, made of the new ivory Buttress Board with gold caps, and the base is of sturdy brown Giant Rib Roll. The entire display is self-supporting and can be placed anywhere in window or on ledge. Complete in strong container, easy to assemble. Each..... **$8.95**

No. GF-4—Circular 60-inch center panel, only.....**$3.25**

The side strips and pedestals may be had in any color of Giant Rib Roll at 50c additional.

This Unit can be made to cover an entire background up to 17 ft. long and 8 ft. high by the addition of one roll of Sand Reytrim.

No. GF-2—Separate Panels are, each **$5.75**



Falling Leaves Background Unit

No. GF-1—A beautiful general Fall Display 8 ft. high and 8 ft. 6 in. wide over all. Center panel is 5 ft. wide by 8 ft. tall, on sand color corrugated Reytrim with brown tree trunk air-brushed and gold tinted leaves. The Wire Haired Terrier is in black and white. A 12-inch white strip of white Giant Rib Roll frames the sides and there are 6 white Giant Rib Roll Pedestals, two 52 in. high, two 30 in. high and two 22 in. high, each strong enough to support 30 pounds. Complete as illustrated..... **$9.75**

WINDOW FLOOR COVERINGS

Satin-Glo Art Tone

A plain, unembossed, washable leatherette fabric with a satin-like lustre. Carried in stock in following colors:

No. BS-440—White
No. BS-441—Green
No. BS-449—Ivory

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll..... **$6.00**

Cut lengths, at, per yd..**60¢**

In lots of 5 rolls (60 yds.) or more. Per 12-yd. roll..... **$5.75**

Write for sample swatches.

SIGN CLOTH

Satin finish, dull, weather-proof.

No. BS-901—White
No. BS-902—Yellow

Put up in rolls 52 in. wide x 36 ft. Per roll..... **$4.00**

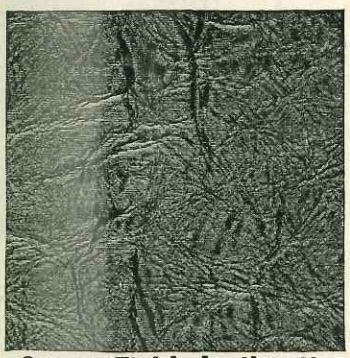
Cut lengths, at per yd..**40¢**

NEW! Frosted Glass Leatherette

A decidedly different pyroxylin coated display fabric in two-tone combinations. Has innumerable uses. Carried in stock in the following colors:

No. BS-735—All White
No. BS-736—Buff and White
No. BS-737—Green and White
No. BS-739—Blue and White
No. BS-741—Silver and White
No. BS-742—Gold and White
No. BS-090—Red and White

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll..... **$6.00**
Cut lengths, at, per yard.....**60¢**
In lots of 5 rolls (60 yards) or more. Per 12-yard roll..... **$5.75**
Write for sample swatches.

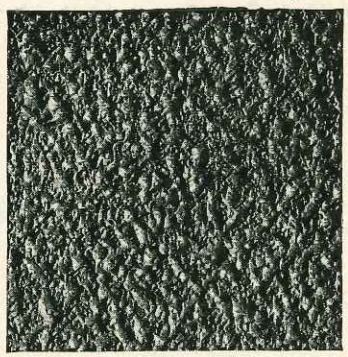


Spanish Finish Leatherette

A heavily embossed washable leatherette fabric in exact imitation of Spanish leather. An excellent and popular floor covering, or may be used as a background or panel material. Fine for recovering pedestals, plateaus, etc. Easy to apply. Carried in stock in the following colors:

No. BS-800—White with silver filled grain
No. BS-801—Ivory with silver filled grain
No. BS-803—Light green with silver filled grain.
No. BS-815—Orchid with green filled grain.

Put up in rolls 54 in. wide by 36 ft. Per roll..... **$6.50**
Cut lengths, at, per yard.....**65¢**
In lots of 5 rolls (60 yards) or more. Price, per 12-yard roll.....**$6.25**
Write for sample swatches.



"BRIAR SHEEN"

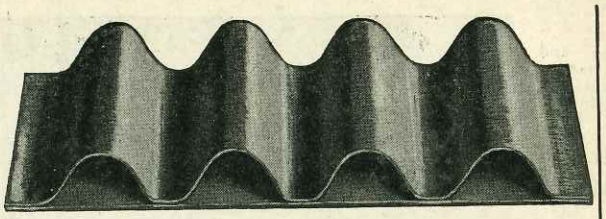
$5.75

Per Roll

Leatherette or Satin Glo Briar Grain. A heavily embossed washable leatherette fabric. An excellent and popular floor covering, background or panel material. Also fine for recovering pedestals, plateaus, etc. Easy to apply, does not fray, keeps its **satin-like lustre.** Carried in stock in following colors:

No.	No.	No.
BS-700—White	BS-708—Powder Blue	BS-325—Tan
BS-701—Ivory	BS-709—Silver	BS-391—Canary Yellow
BS-702—Buff	BS-710—Light Blue	
BS-703—Light Green	BS-711—Red	BS-328—Bright Orange
BS-704—Medium Green	BS-712—Sand	
	BS-713—Lt. Brown	BS-314—Dark Orange
BS-705—Chartreuse	BS-714—Black	
BS-706—Yellow	BS-715—Gold	BS-654—Dark Red

Put up in rolls 53 to 54 in. in width x 36 ft. Per roll..... **$5.75**
Cut lengths at, per yard.....**57½¢**
In lots of 5 rolls (60 yards) or more. Price per 12-yard roll..... **$5.50**
Silver same price as Colors. Write for sample swatches.



A Cross-Section View of Giant Rib Roll

A material with giant corrugations constructed for great strength. The V-shaped ribs are ¾ in. from center to center and ⅜ in. high. Illustration shows actual size of ribs.

GIANT RIB ROLL OR CORAMOLD

A real innovation in decorative treatment. A moderne, inexpensive display material.

This **wide wale** heavy duty corrugated paper highly tinted in rich, attractive colors, will give life and color to the interior of your store around columns, ledges, show cases, panels, backgrounds, fixtures.

Giant Rib Roll is being used by America's leading display men and is highly recommended as the finest and latest discovery in solving the problem for that long wanted new, decorative material—so versatile that with shears, pins and a hammer you can get hundreds of striking and appealing effects. Can be painted and repainted many times. Furnished in rolls 52 in. wide x 24 ft. long. **$3.50**

Plain White (Natural). 52 in. x 24 ft. Per roll of 100 square feet..... **$4.00**

Colors. 48 in. x 25 ft.
Per roll of 100 square feet.....

COLORS:

No.	No.	No.	No.
GR-1—White	GR- 6—National Blue	GR-12—Light Orange	GR-16—Ivory
GR-2—Black	GR- 7—Powder Blue	GR-13—Canary	GR-17—Orchid
GR-3—Purple	GR- 8—Flame Red	GR-14—Light Coffee (Buff)	GR-18—Mushroom
GR-4—Light Green (Nile)	GR- 9—Rust (Russet)	GR-15—Dark Coffee (Light Brown)	GR-19—Sea Foam
GR-5—Dark Green (Emerald)	GR-10—Orange		GR-20—Light Primrose
	GR-11—Dark Brown		GR-21—Fawn
			GR-22—Azure

RIPPLEWAVE

A Miracle in Corrugation

Now available in rolls **52 inches wide, 23 feet long.** Made in 22 colors, giving marvelous **two-tone effects.**

Ripplewave, a dramatic, a **sensational** answer to the demand for something new in decorative material.

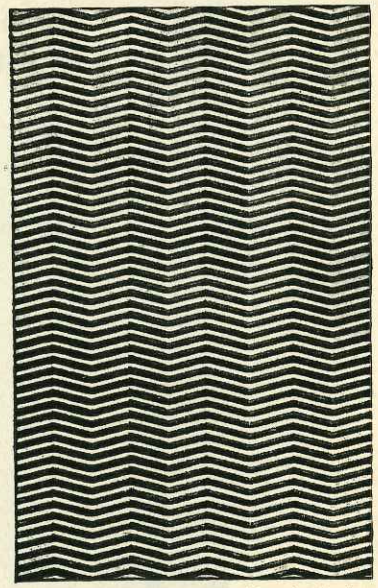
Beauty, artistry, illusion added to the strength of corrugation.

The **new 52-inch wide Ripplewave** has a substantial liner and will stand alone in its full width in panels. In columns, pedestals and plateaus it will support unusual weight.

No.	No.
RW- 1—White	RW-12—Light Orange
RW- 2—Black	RW-13—Canary
RW- 3—Purple	RW-14—Light Coffee (Buff)
RW- 4—Light Green (Nile)	RW-15—Dark Coffee (Light Brown)
RW- 5—Dark Green (Emerald)	RW-16—Ivory
RW- 6—National Blue	RW-17—Orchid
RW- 7—Powder Blue	RW-18—Mushroom
RW- 8—Flame Red	RW-19—Sea Foam
RW- 9—Rust (Russet)	RW-20—Light Primrose
RW-10—Orange	RW-21—Fawn
RW-11—Dark Brown	RW-22—Azure

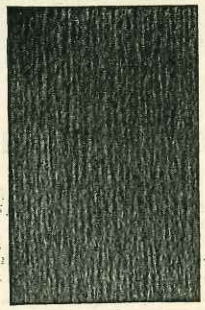
100 square feet to a roll (52 inches wide) by 23 lineal feet. Per roll..... **$3.00**

Write for sample color swatches.



The above illustration is ¼ actual size

EMBOSSO PAPER



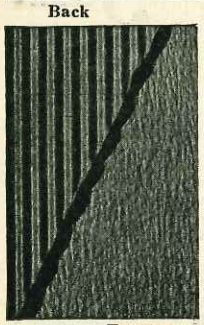
Is a heavy embossed paper, backed with heavy special backing paper that lies perfectly flat and is especially adapted to various decorative uses where rigidity is not essential. It is especially adapted for covering surfaces, making floor mats, covering panels, etc. The BIG FEATURE is the wide width, as EMBOSSO comes in rolls 60 inches wide by 30 feet long.

EMBOSSO is a very tough and sturdy embossed paper board material, very heavy. It has the exact appearance of grained leatherette cloth, excellent as a floor covering, background or panel material. Very fine for re-covering plateaus, pedetal sets and tubes. Size of **roll 60 in. wide by 30 ft. long.** Price, per roll..... **$3.25**

EMBOSSO PAPER is carried in stock in the following colors:

No.	No.	No.
EP- 1—White	EP- 8—Flame Red	EP-16—Ivory
EP- 2—Black	EP- 9—Rust (Russet)	EP-17—Orchid
EP- 3—Purple	EP-10—Orange	EP-18—Mushroom
EP- 4—Light Green (Nile)	EP-11—Dark Brown	EP-19—Sea Foam
EP- 5—Dark Green (Emerald)	EP-12—Light Orange	EP-20—Light Primrose
EP- 6—National Blue	EP-13—Canary	EP-21—Fawn
EP- 7—Powder Blue	EP-14—Light Coffee (Buff)	EP-22—Azure
	EP-15—Dark Coffee (Light Brown)	

Back



Front

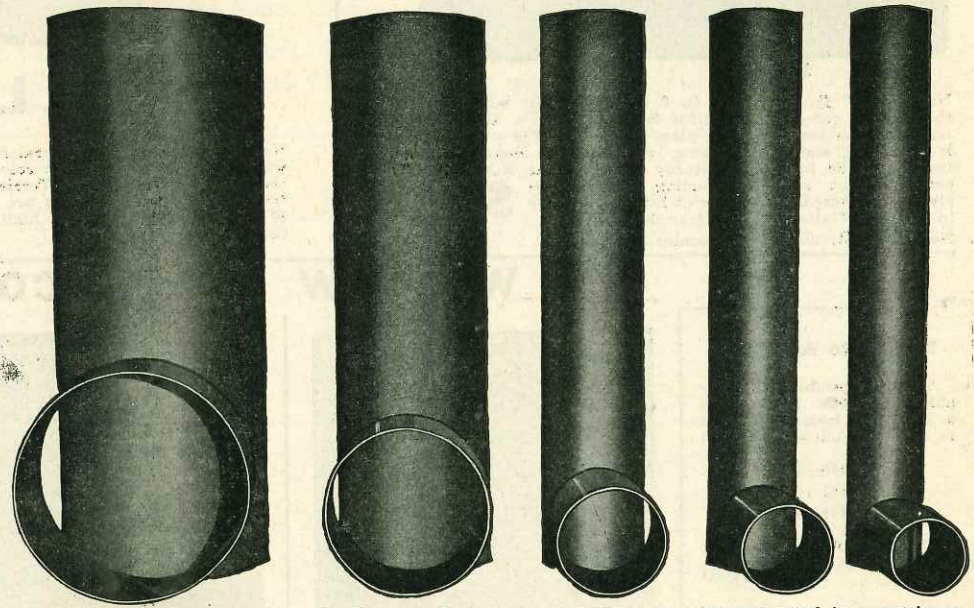
EMBOSSO BOARD

Is identically like EMBOSSO PAPER, the only difference being that EMBOSSO BOARD is Embosso paper made with a corrugated paper glued to the back of it to give it bulk and make it rigid and very strong. Illustration shows the **corrugated back** of Embosso Board. It is ideal for all decorative uses and is especially adapted for making pedestals, for use with RING SETS or wherever strength is a factor in making display hold weight. Same as the other corrugated decorative materials now on the market. It cuts and scores easily and is very rigid when made into columns, cylinders, plateau displayers or background panels. Size of roll 60 in. wide by 20 feet long. Price, per roll of 100 square feet..... **$3.00**

EMBOSSO BOARD is carried in stock in the following colors:

No.	No.	No.
EW- 1—White	EB- 8—Flame Red	EB-15—Dark Coffee (Light Brown)
EB- 2—Black	EB- 9—Rust (Russet)	EW-16—Ivory
EB- 3—Purple	EB-10—Orange	EB-17—Orchid
EW- 4—Light Green (Nile)	EB-11—Dark Brown	EB-18—Mushroom
EB- 5—Dark Green (Emerald)	EB-12—Light Orange	EB-19—Sea Foam
EB- 6—National Blue	EB-13—Canary	EB-20—Light Primrose
EB- 7—Powder Blue	EB-14—Light Coffee (Buff)	EB-21—Fawn

SEAMLESS TUBES AND HALF TUBES



Seamless convolute wound wallboard tubes are all made individually in five diameters and in a maximum standard length of 63 inches. They are considerably tougher than the old type spiral tube, and because they have a perfectly smooth unlined surface, they can be painted with either lacquers or Texolite perfectly. They can be worked perfectly with a cutawl, and because of their extreme strength are suitable for any type of displayer, column or permanent structural use.

SEAMLESS TUBES
63 in. long

PRICE LIST
INSIDE COLLARS FOR SEAMLESS TUBES—all 12 in. high

8 in. diameter	$1.30	8 in. diameter	15¢
10 in. diameter	1.50	10 in. diameter	18¢
12 in. diameter	1.70	12 in. diameter	20¢
18 in. diameter	2.50	18 in. diameter	28¢
25 in. diameter	4.00	25 in. diameter	32¢

WALLBOARD DISCS
(These fit tightly inside the tube)

4 in. diameter	03¢
6 in. diameter	04¢
8 in. diameter	06¢
10 in. diameter	08¢
12 in. diameter	10¢
18 in. diameter	20¢
25 in. diameter	35¢

NOTE: Seamless tubes can be produced only in 63-in. lengths. In order to obtain any desired length, we furnish inside collars which fit tightly inside the seamless tube, joining two tubes of the same diameter like fish pole extensions. In this manner, a 50-ft. tube can be built, if desired.

CUTTING CHARGES FOR HALF TUBES

For the convenience of the customer, there is a net service charge for cutting tubes lengthwise to produce half tubes for backgrounds. Prices are for any length; up to 6 in. diameter, **25¢**; up to 12 in. diameter, **35¢**; up to 25 in. diameter, **45¢**.

CHROME CHANNEL FOR HALF TUBES

This is a bright chrome channel which fits over the cut edges of half tubes, providing a clean-cut, finished edge. Minimum order, five bars. 10-ft. length only, price **60¢** each.

All Tubes F. O. B. Ohio Factory.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

Now . . . You Can Use CUT-OUT LETTERS ON YOUR DISPLAYS

The New Colored Corrugated

ALFABEX

5 EXCLUSIVE FEATURES

A New Standard in Colored Corrugated with

1. Letters and numerals outlined over entire backing—5 in., 4 in. and 2 in. high. (33 sets of letters and 22 sets of numerals ready to cut out on every 100 square foot roll.)
2. Heavier weight (70 lb. compared to 50 lb. standard materials) giving added rigidity for self-supporting displays and pedestals and eliminating the "wave" of lighter materials.
3. Nineteen perfectly matched colors by Continental Color Corporation—in proper tones and values —according to Munsell Color Atlas—to assure modern correct color harmony. (Gold and Silver—60 in. wide at only slightly higher prices than colors.)
4. The 60 in. x 20 ft. rolls are packed in the Capedaform carton—with display stand forms outlined over entire shipping carton. Suggestion bulletin showing ideas for using cut-out letters, color combinations, display forms and other display ideas wrapped with every roll of ALFABEX!
5. Sunfast Colors—high in "Fadometer" tests.

And ALFABEX costs the same as other corrugated board—you pay nothing extra for these exclusive features.

The Continental Color Corporation developments in direct coloring—(under the direction of Fred George)—make it possible and economical to create exclusive colors and patterns that are certain to establish new interest in corrugated boards and other decorative materials.

Has Letters and Numerals Outlined on the Backing

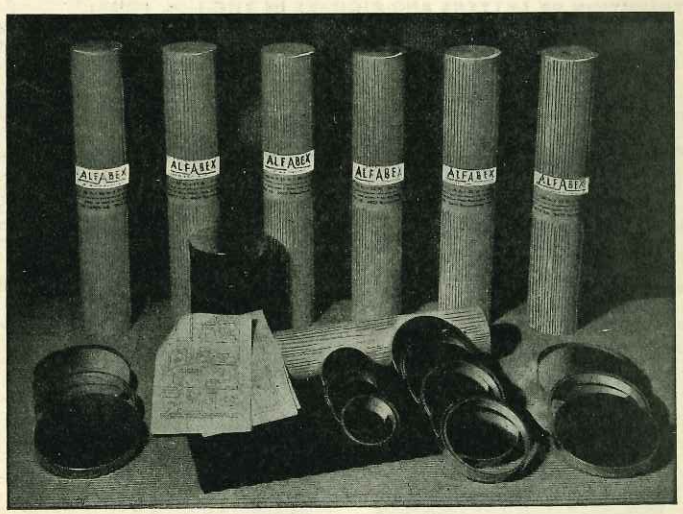
Here's a brand new idea that makes colored corrugated board even more popular for display work.

ALFABEX makes it possible—easy and decidedly economical—for the dealer to follow the display trend of putting bold copy in cut-out letters—on the window background—flashing a sales message to the sidewalk and street traffic!

Inside the store, cut-out letters are used by department stores, syndicate stores—every type of store—on ledges and wall displays. Shoppers can't miss these bold selling headlines!

Suggestions and instruction circular packed with every carton.

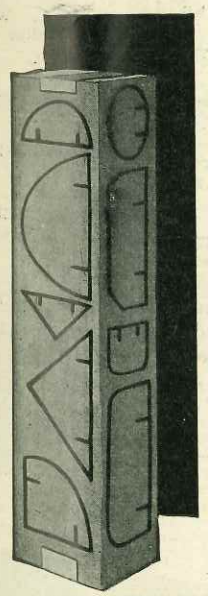
Every roll of ALFABEX is covered over the entire backing wih letters, numerals and characters—plainly outlined and easily cut out with scissors or knife. A 100 sq. ft. roll gives you 33 complete alphabets and 22 sets of numerals—from 2 to 5 in. high. Use ALFABEX also for background panels, pedestals, covering purposes, etc., and then SAVE IT for cut-out letters. Letters may be attached with regular glue or pins.



ALFABEX DISPLAY ASSORTMENT

6 Rolls of ALFABEX (30 in. wide, 10 ft. long). Six seasonal harmonizing colors. **10 Pedestal-Ring Sets** for forming sturdy Display Stands—4 sets 9 in. diameter, 4 sets 7 in. diameter, 2 sets 5 in. diameter. **Silver Chrome Finish.**
With Display Idea Book, complete..... **$5.85**

Packed in Capedaform carton.



EXCLUSIVE CAPEDAFORM CARTON

ALFABEX rolls are put up in the **Capedaform** Carton—with display stand forms printed over the entire shipping carton. Cut the forms out and cut Alfabex any height you want the display stand (see sketch). Use cardboard or wood for tops—a trifle larger than forms.

ALFABEX Comes in 19 Sun-Fast Colors

ALFABEX is the smaller heavier flute corrugation—the same as the standard brands with a new process of coloring that gives a richer effect and a much faster color than any other corrugated board on the market.

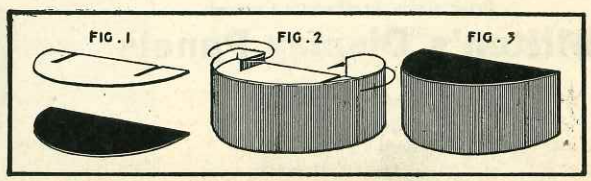
ALFABEX COLORS

No.	No.	No.
AC-25—National Red	AC-44—Goldenrod	AC-82—Canary Yellow
AC-27—Old Rose	AC-46—Fawn Tan	AC-85—Ivory Yellow
AC-29—Rose Pink	AC-55—Plum Purple	AC-93—Emerald Green
AC-32—Liberty Blue	AC-58—Lilac	AC-95—Apple Green
AC-35—Light Blue	AC-60—White	AC-97—Light Green
AC-38—Azure Blue	AC-75—Tobacco Brown	Black
AC-42—Mand. Orange		

Alfabex Sample and Color Card on Request.

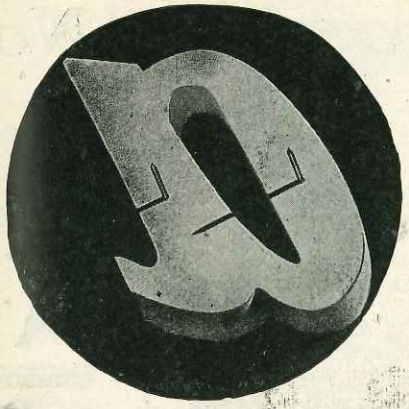
Rolls 60 in. wide by 20 ft. long. Every roll in a Capedaform carton.
1 to 9 rolls. Per roll..... **$3.00**
10 to 24 rolls. Per roll..... **$2.85**
25 to 49 rolls. Per roll..... **2.70**

Capedaform Tops in Sets of Fourteen



Available to fit the carton forms. These tops are extra heavy matboard—22-ply—silver on one side and black on the other, with extension edge. Last a long time
Capedaform Tops. Per set of fourteen..... **$1.95**

Size and Type of Font	Price of Complete Font	Prices Letters or Figures Separately	Price per Letter or Figure
¾-in. MODERN	233 Characters **$5.45**	182 Letters $4.25 51 Figures $1.45	4¢
1¼-in. GOTHIC Slant	233 Characters **$6.00**	182 Letters $4.75 51 Figures $1.75	5¢
2-in. KABEL Expanded	233 Characters **$7.45**	182 Letters $5.95 51 Figures $2.00	6¢
3-in. ELITE Script	152 Characters **$9.95**	126 Letters $8.25 26 Figures $2.25	10¢
4½-in. KABEL Condensed	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
4½-in KABEL Expanded	134 Characters **$10.95**	108 Letters $9.00 26 Figures $2.50	12¢
6-in. KABEL Expanded	134 Characters **$12.95**	108 Letters $10.45 26 Figures $2.75	15¢
9-in. KABEL Figures Only	Figures Only	No Letters 26 Figures **$7.75**	35¢

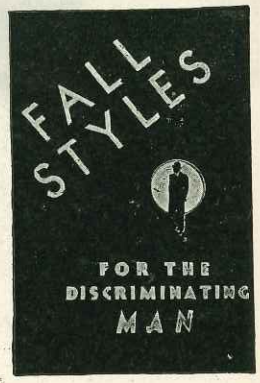


MITTEN'S DISPLAY LETTERS

On the back of each display letter you will find TWO STEEL PINS by means of which the letter may be affixed to any DISPLAY PANEL background, showcard, sign or display material except hard wood. We recommend either DISPLAY PANELS or soft composition board.

14"x21" Panel

Above: 10"x15" Panel
Below 3"x5" Price Panel



14"x21" Panel

Write for circular illustrating more than 40 Gadgets, Decorative Pieces, Borders, etc., similar to the lady and man figures.

DISTRIBUTION OF LETTERS AND FIGURES IN EACH OF ¾-IN., 1¼-IN. AND 2-IN. FONTS:

LETTERS: 12-A, 6-B, 8-C, 6-D, 16-E, 6-F, 6-G, 6-H, 10-I, 3-J, 3-K, 8-L, 6-M, 10-N, 8-O, 8-P, 2-Q, 10-R, 10-S, 10-T, 6-U, 3-V, 3-W, 2-X, 3-Y, 2-Z, 4 commas, 2 periods, 1-&, 1-!, 1-?. Letters, 182

FIGURES: 4 each 1-0, 4 each $ and c, 2 periods, 1 fraction bar. Figures, 51

Complete Font, 233

DISTRIBUTION OF LETTERS AND FIGURES IN THE 3-IN. FONT:

LETTERS: Upper case: 3-A, 2-B, 2-C, 2-D, 3-E, 2-F, 2-G, 2-H, 2-I, 1-J, 1-K, 1-L, 2-M, 3-N, 2-O, 1-P, 1-Q, 2-R, 3-S, 2-T, 2-U, 1-V, 1-W, 1-X, 1-Y, 1-Z, 1-&, 1-?, 1-!, 2 quotes, 2 periods. Letters, 55

Lower case: 5-a, 2-b, 3-c, 2-d, 7-e, 2-f, 2-g, 3-h, 4-i, 1-j, 2-k, 3-l, 3-m, 4-n, 4-o, 3-p, 1-q, 4-r, 4-s, 4-t, 2-u, 1-v, 2-w, 1-x, 1-y, 1-z. Letters, 71

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 152

DISTRIBUTION OF LETTERS AND FIGURES IN BOTH 4½-IN. FONT AND 6-IN. FONT:

LETTERS: 7-A, 3-B, 4-C, 3-D, 9-E, 3-F, 3-G, 3-H, 6-I, 2-J, 2-K, 6-L, 3-M, 6-N, 5-O, 4-P, 1-Q, 6-R, 6-S, 6-T, 3-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-&, 1-?, 1-!, 4 commas, 2 periods. Letters, 108

FIGURES: 2 each 1-0, 2 each $ and c, 1 period, 1 fraction bar. Figures, 26

Complete Font, 134

DISTRIBUTION OF FIGURES IN 9-IN. FONT:

FIGURES: 2 each 1-0, 2 each $, c, and period. Figures, 26

The illustration below shows a complete 233 character font of 2-inch Kabel mounted on 3 corrugated boards. They are easy to use.

Briar Grain Leatherette Covered

Mitten's Display Panels

Colors: Black, Blue, Red

Size	Each	Size	Each
3"x 5"	$0.20	18"x27"	$1.35
7"x11"	.45	20"x30"	1.65
10"x15"	.65	24"x36"	1.95
12"x18"	.85	28"x44"	2.45
14"x21"	1.05		

Panels made to order in Green or Maroon.

NEW!!! MITTEN'S DISPLAY LETTERS

3-inch "Tempo" Pin Letters • 3 sizes "Track Letters" • Sanded Back Pinless Letters

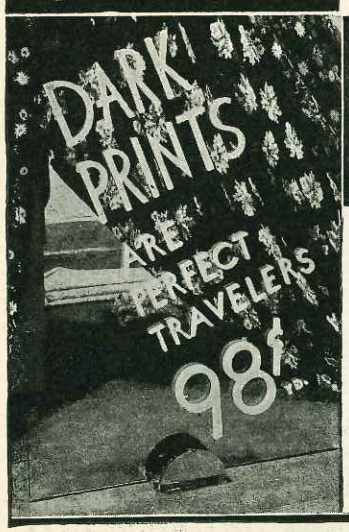
Size & Type of Font	Price of Complete Font	Price for Letters Only	Price for Figures Only	Price per Letter or Figure
3-in. TEMPO Pin Letters	233 Characters **$12.95**	182 Letters **$10.25**	51 Figures **$3.25**	8c

MITTENS TRACK LETTERS & TRACK

3-in. TEMPO Track Letters	233 Characters **$14.95** Includes 6 pieces 24" track	182 Letters **$11.95** Includes 5 pieces 24" track	51 Figures **$3.75** Includes 2 pieces 24" track	10c
4½-in. KABEL Condensed Track Letters	134 Characters **$14.95** Includes 6 pieces 36" track	108 Letters **$12.25** Includes 5 pieces 36" track	26 Figures **$3.25** Includes 2 pieces 36" track	15c
6-in. KABEL Expanded Track Letters	134 Characters **$18.95** Includes 6 pieces 48" track	108 Letters **$15.45** Includes 5 pieces 48" track	26 Figures **$3.95** Includes 2 pieces 48" track	18c

Upright Track (unpainted wood) as included with fonts. Per foot....**10¢**

Angle Track (unpainted wood). Per foot.....**20¢**



SANDED BACK
PINLESS
LETTERS

Readily cemented to polished wood, glass or other hard surfaces where the use of pin letters is impractical.

•

Sanded back letters in all sizes and styles as pin letters at the same prices.

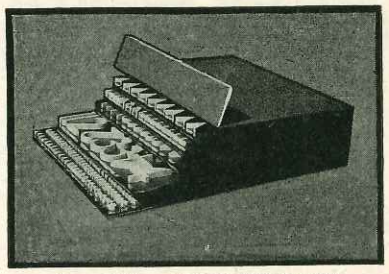
The front cover of this Catalog is made up entirely of Mitten's Display Letters

SHOW CARD CABINET ASSORTMENT

No. C-5

This group embraces all the elements necessary for complete showcards. One complete font of ¾" Modern letters and figures for descriptive matter, one complete font of 2" Kabel, suitable for title line of sign and name of merchandise and a set of 4½" figures for price.

This combination of letters and figures is ideal for presenting any type of merchandise message. Also included in group are two Leatherette covered Display Panels 14" x 21" to which letters may be attached and removed at will.



No. C-5—ASSORTMENT
In Special Corrugated Letter File Cabinet

Assortment consists of—
1 font 233 characters ¾" size
1 font 233 characters 2" size
1 set 26 figures 4½" size
2 14" x 21" panels

Complete

$17.95

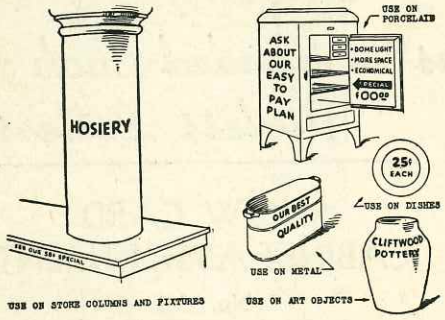
Write for
Circular showing hundreds of Illustrations, Borders, Decorative Pieces, Gadgets, etc.

COMPLETE STOCK IN ST. LOUIS

SAVE FREIGHT

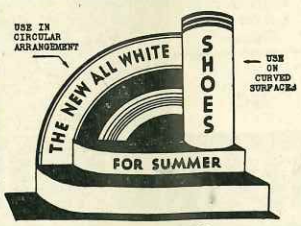
Order your Mitten's Letters from Garrison-Wagner.

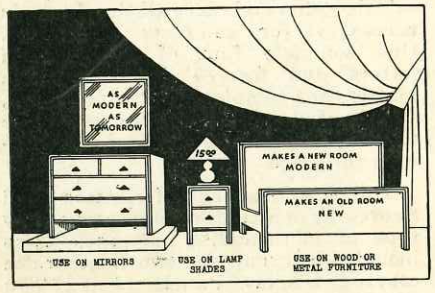
"POSTON" ALPHABETS AND NUMERALS



POSTON characters adhere firmly to CLEAN, flat or curved, SMOOTH surfaces, such as plain or mirrored glass, woodwork, metal, porcelain, tile, painted walls, smooth grained fabrikoid, oil cloth, etc. No attachments are necessary. You simply press them on and they stay put. They adhere by suction and are, therefore, instantly removable without the slightest damage to the finest of surfaces (see note below). They are commercially indestructible and can be used over and over again indoors and outdoors.

When you have something to say that you want people to read, you naturally prefer a location where these people are most apt to look. With POSTON characters this location can be the background of the window, fixtures in the window, or the window itself. If the advertisement is to be inside the store, the preferred location may be anywhere from the floor to the ceiling, columns that support the building, or the walls surrounding, interior cases, store fixtures, counters, cases, glass in the cases, mirrors back of the fountain, bar, etc. Even the truck that delivers your merchandise offers a very wonderful opportunity for the application of POSTON characters.





WRITE FOR FREE SAMPLE LETTERS

An 80-Character Font consists of:
4 Each: A-E-I (or numeral 1)-O (or numeral 0)-S-Period;
3 Each: D-L-N-R-T-Comma;
2 Each: B-C-F-G-H-M-P-U-W;
1 Each: J-K-Q-V-X-Y-Z-2-3-4-5-6-7-8-9-?-&-!-¢-$.

A 160-Character Font consists of two 80-character Fonts.

A 240-Character Font consists of three 80-character Fonts.

STYLES OF LETTERS AND PRICE LIST

POSTON CHARACTERS are available in either Cork or Lexide. Cork characters come 3/16-inch thick in natural finish.

Lexide is a thick flexible Latex product that comes in Seven Colors—**BLACK, SILVER, GOLD, RED, BROWN, BLUE OR WHITE.** Very rich in appearance and extremely durable.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ&.,?!
1234567890$¢

NATIONAL SERIES

	Characters in Font	Height 1¼-in.	2½-in.	3¾-in.	5-in.	7-in.
Lexide	80	$1.40	$2.50	$ 4.25	$ 6.50	
Lexide	160	2.25	4.50	7.25	11.00	
Lexide	240	3.00	6.00	10.00	15.00	
Cork Natural	80	1.75	3.50	5.75	9.00	
Cork Natural	160	3.00	6.00	9.25	15.00	
Cork Natural	240	4.00	8.50	14.50	20.00	
Miscellaneous Letters—						
Lexide, per 100 characters		$2.00	$3.50	$ 6.00	$10.00	$17.50
Cork, per 100 characters		2.50	4.25	10.00	15.00	25.00

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890&$¢

EXOTIC SERIES

	Characters in Font	Height 1-in.	2-in.	3-in.
Lexide	80	$1.25	$2.00	$ 3.00
Lexide	160	2.00	3.50	5.50
Lexide	240	2.75	5.00	7.50
Cork Natural	80	1.50	2.50	4.00
Cork Natural	160	2.25	4.50	7.50
Cork Natural	240	3.25	6.50	10.75
Miscellaneous Letters—				
Lexide, per 100 characters		$1.50	$3.00	$ 5.00
Cork, per 100 characters		2.00	4.75	8.75

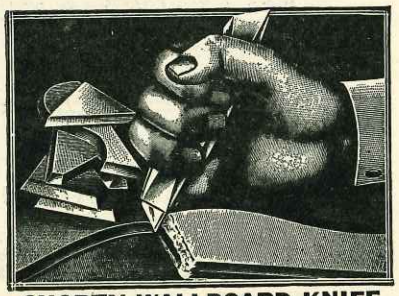
When ordering, specify number and height of characters, and color of Lexide.

Lexide now available in seven standard colors—Black, Silver, Gold, Red, Brown, Blue and White.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ?!
1234567890$¢

FUTURA SERIES

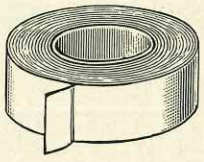
	Characters in Font	Height 1½-in.	3-in.	5-in.	9-in.
Lexide	80	$1.50	$ 3.00	$ 6.50	
Lexide	160	2.50	5.50	11.00	
Lexide	240	3.50	7.50	15.00	
Cork Natural	80	2.00	4.50	9.00	
Cork Natural	160	3.25	8.25	15.00	
Cork Natural	240	4.50	11.50	20.00	
Miscellaneous Letters—					
Lexide, per 100 characters		$2.50	$5.00	$10.00	$30.00
Cork, per 100 characters		3.25	8.75	15.00	40.00



SHORTY WALLBOARD KNIFE

No. K-16—Cuts wallboard in one stroke and cuts cleaner and faster than bandsaw or machine. Cuts curved or straight line bevels. It has removable blades and never needs grinding. Will cut heavy matboard, linoleum, felt, silks, fabric and leather and cuts 3 imes as fast as the bandsaw and 100% cleaner. Full directions with each knife. Price, including one handle and two blades, one thin and one heavy..... **$2.50**

Papertak Decorating and Masking Tape



The New Superior Tape for Decorating, Edging, Masking for Painting, Framing, Window Background and Showcard Work.

Coated one side only. Fibrous paper-like back with vulcanized rubber face.

Edges will not curl. Heat does not cause rolls to solidify. Impervious to water. Leaves no surface marks when removed. Paint, Varnish or Lacquer will not penetrate. Sticks flat in any length.

1 INCH WIDE

Colors: White, Black, Blue, Yellow, Brown, Red and Green. 90 feet per roll, 1 in. wide. 80¢

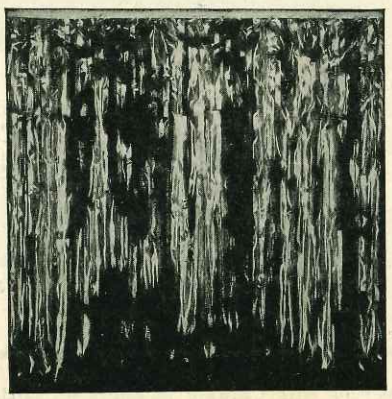
Price, per roll.....
Price of 6 rolls.. **$4.50** Price of 12 rolls.. **$8.40**

½ INCH WIDE

½ in. wide, 90 feet per roll. Colors: White, Black, Blue, Yellow, Brown, Red and Green. Price, per roll..... 50¢

Price of 6 rolls.. **$2.70** Price of 12 rolls.. **$4.80**

CELLOPHANE FRINGE CURTAINS



Made to Your Measurements

Any size, in the following colors: Yellow Gold, Flame Red, Emerald Green, Pink, Light Blue, Orchid, Medium Blue, Tango, Black, Dark Blue, Purple and Clear. Measure the space overall dimensions. When ordering curtains specify color desired. Approximately 7 to 10 days for shipment.

Per square yard.. **75c**

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

BLOCKART CUT-OUT LETTERS are available for inserting into grooved track as illustrated.

BLOCKART

"Third Dimension"

CUT-OUT LETTERS

PAT. NO. 1,839,889

Faced with genuine CHROME Plated Metal. With bases for insertion into grooved tracks.

Display Style Leaders everywhere feature BLOCKART CUT-OUT LETTERS because they are beautiful, new, modern, distinctive. They bespeak super-quality in every detail, yet they are one of the most economically priced letters in the entire sign and display field.

BLOCKART'S "third dimension" bold relief depth is today's most prominent display trend. Its "versatility" makes it instantly adaptable to any type of modern display.

BLOCKART letters are used for every conceivable style of display, including all types of signs, show cards, general displays, store name plaques, merchandise headings, counter classifications, temporary and permanent exhibits, etc. They are found invaluable by retail stores, department stores, national advertisers, sign men and scores of other experienced users of advertising materials.

Average Width of Letters

2-in. letters average 1½ in. in width
3-in. letters average 1¾ in. in width

Standard Assortments

For standard assortments, we suggest the following: Eight each E, S; seven A; six I; five each L, O, R; four each C, M, N, T, U, period; three each B, D, F, G, H, P, W; two each K, V, Y; one each J, Q, X, Z, &.

PRICES

All sizes are available in letters and numerals.

Genuine Chrome-Plated Letters (¼-inch thick)

2-inch. Each.....8¾¢
3-inch. Each.....15¢
5-inch. Each.....26¢

STANDARD EBONY BLACK SATIN FINISH TRACK (2¼ in. wide) for 2-inch, 3-inch or 5-inch letters, 35¢ per foot. Available 12-inch, 18-inch and 24-inch—also special lengths, on request.

STANDARD EBONY BLACK SATIN FINISH RECTANGULAR TRACK. ¾-inch wide by ¾-inch high, for 1-inch, 2-inch, 3-inch and 5-inch letters, 25¢ per foot.

KOLORKUT

LETTERS & NUMERALS

A few reasons why you should use them

1. One-third the cost of Cutal Machine or hand work.
2. Perfection and uniformity of Kolorkut cannot be equaled.
3. Quantity in your stock saves time and money.
4. Advertisers demand cutout letters.
5. Immediate delivery.
6. Can be purchased in any selected quantity you wish.
7. Cut-out of 100-point stock perfect colored flint finish stock, except Chrome Finish Silver.

PRICE LIST

5-INCH FUTURISTIC

Black or White. Each.....04¢ Chrome Finish Silver. Each.....05¢

4-INCH CLASSIC

Black or White. Each.....03¢ Chrome Finish Silver. Each.....05¢

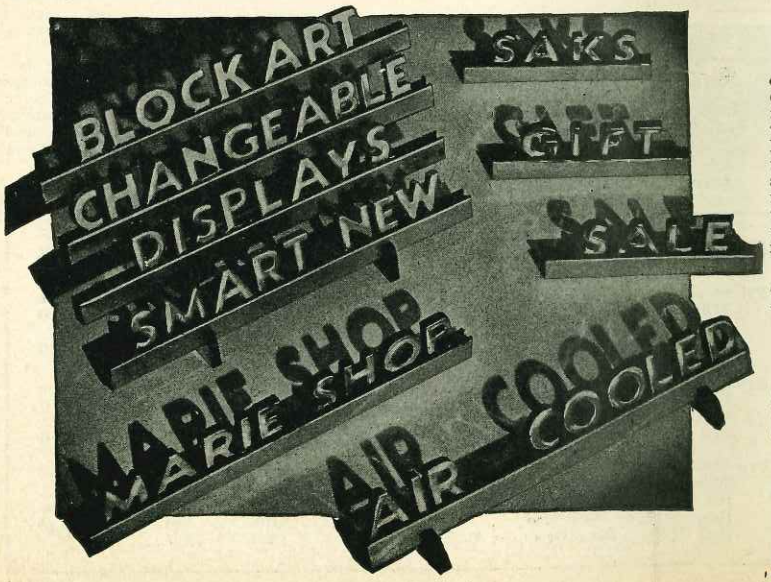
2¼-INCH MODERN

Black or White. Each.....02¢ Chrome Finish Silver. Each.....04¢

1¼-INCH GOTHIC

Black or White. Each.....01½¢ Chrome Finish Silver. Each.....02½¢

White, Black and Chrome Silver carried in stock. Red, Blue or Yellow letters furnished in four days' delivery.



BLOCKART CHROMIUM LETTER SETS

1¼-inch high by ¼-inch thick

The illustration at left indicates the unusual attention value and practicability of these new chrome-faced interchangeable block letters and numbers. Used in show windows, or directly on merchandise they are both smart and striking. They may also be placed on counters, shelves, in showcases, etc. Or they may be used on the special BLOCKART stand provided to permit the placing of four tracks, stepped back, one directly above the other, as indicated in the upper left hand illustration. Each BLOCKART set consists of a complete assortment of letters and numerals, designed to harmonize readily with all window backgrounds. BLOCKART letters are constructed of a heavy durable composition faced with genuine chromium metal. Each letter measures 1¼ inches high and ¼ inch thick. When the letters are placed into their bases the visible part of the letter measures 1 inch high. The sides and back of each letter are painted in black. The whole letter is lacquered, making it moisture-proof with a finish that will last for years.

METHOD OF USE

The letters are extremely easy to use. Simply pick out the letters required and push them into the bases provided. That is all. The sign is then ready for use.

SET ASSORTMENT

The standard 1-inch BLOCKART set consists of 100 letters, numerals, $ and ¢ signs, etc., and 5 feet of base track cut into convenient lengths. Three bases are made 12 inches long each and four bases 6 inches long each. Or it may be had with the special BLOCKART "Step-Up" display stand equipped with four 12-inch chrome faced bases. (See upper left hand illustration.) The assortment of letters is as follows:

Five each of E, S; four each of A, C, I, N, O, R, T; three each of B, D, H, L, P; two each of F, G, K, M, U, V, W, Y, 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, $, ¢, periods; one each of J, Q, X, Z, &. Set Assortment, each..... **$4.95**

Individual Letters, Etc., Accessories, Bases—Individual letters may be had at a slightly higher cost. Additional bases in 6-inch and 12-inch lengths, base, feet, etc., may be purchased separately.

Packing—Each set is packed in an attractive individual box finished in black and silver. Box dimensions are approximately 12½ in. x 5 in. x 2½ in. Shipping weight 26 ozs. per set boxed.

Decorative Aluminum Foil

For Window or Showcase Decorating. The following illustrations show the patterns and list of colors we carry IN STOCK

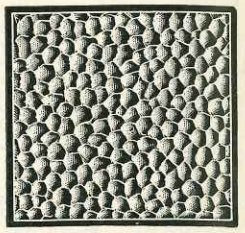
No. AF-103—Leatherette

Silver, Gold, Bright Red, Emerald Green, Dark Blue

Illustration ½ Size.

No. AF-68—Monk's Cloth

Silver, Emerald Green, Salmon or Ash Rose, Dark Blue, Bright Red, Nile Green, Wisteria, Light Gold



No. AF-69—Hammered

Silver, Copper, Gold

Illustrated ½ Size.

PRICES OF PATTERNS Nos. AF-68, AF-69, AF-103

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.00	25 in. wide, 100 ft. to a roll	$4.75
25 in. wide, 50 ft. to a roll	2.25	25 in. wide, 50 ft. to a roll	2.60
25 in. wide, 25 ft. to a roll	1.50	25 in. wide, 25 ft. to a roll	1.70

Write for Sample Swatches of Aluminum Foil.

PRICE LIST OF UNEMBOSSED PLAIN BRIGHT SILVER, GOLD, COPPER, BRIGHT BLUE, BRIGHT GREEN, BRIGHT RED

Silver		All Colors and Gold	
25 in. wide, 100 ft. to a roll	$4.75	25 in. wide, 100 ft. to a roll	$5.00
25 in. wide, 50 ft. to a roll	2.60	25 in. wide, 50 ft. to a roll	2.75
25 in. wide, 25 ft. to a roll	1.70	25 in. wide, 25 ft. to a roll	1.75

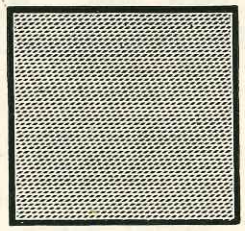
SATIN SILVER AND SATIN GOLD ALSO IN STOCK AT THESE PRICES

Super Bright Shiny Silver (like a mirror) at same prices as Gold and Colors

No. AF-104—Satin Moire

Silver, Gold, Bright Red, Emerald Green, Dark Blue

Illustration ½ Size.



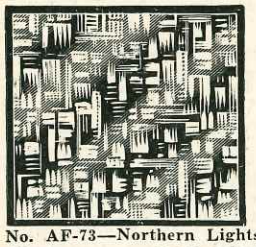
No. AF-74—Metal Weave

Silver, Bright Red, Dark Blue, Light Gold, Nile Green

No. AF-99—Tapestry

Silver, Salmon or Ash Rose, Green, Wisteria

Illustrated ¼ Size.



No. AF-73—Northern Lights

Silver, Emerald Green, Light Gold, Bright Red, Nile Green, Wisteria

Illustrated ½ Size.

PRICES OF PATTERNS Nos. AF-73, AF-74, AF-87, AF-91, AF-96, AF-99, AF-104

Silver

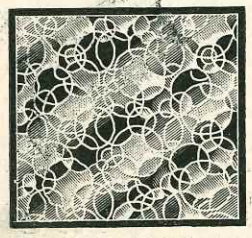
25 in. wide, 100 ft. to a roll.	Per roll	$3.75
25 in. wide, 50 ft. to a roll.	Per roll	2.00
25 in. wide, 25 ft. to a roll.	Per roll	1.25

Gold and All Colors

25 in. wide, 100 ft. to a roll.	Per roll	$4.50
25 in. wide, 50 ft. to a roll.	Per roll	2.25
25 in. wide, 25 ft. to a roll.	Per roll	1.25

Aluminum Foil in Sheet Form Patterns Nos. AF-96, AF-87, AF-69, AF-91 and Plain Gold and Silver only.

Sheets—20x30 in. Either in Silver, Gold, Red, Green, Blue or Purple Metallic. Each..... 8¢



No. AF-96—"Bubbles"

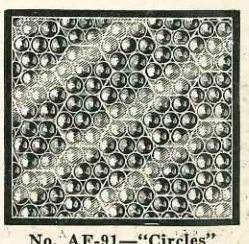
Silver, Gold, Red, Green.

Illustrated ¼ Size.

No. AF-87—"Modernistic"

Silver, Gold, Red, Green, Purple.

Illustrated ½ Size.



No. AF-91—"Circles"

Silver, Gold, Red, Green, Purple.

Illustrated Actual Size.

TEXOLITE CASEIN PAINT

Affords Better Way to Give Brilliant Color, Beauty and Punch to Display Windows and Show Rooms

- **Dries in One Hour**
- **True, Brilliant Color**
- **Does Not Yellow or Fade**
- **Reflects More Light**
- **Hides Average Surfaces in One Coat**
- **Adheres to Any Surface**

Texolite Casein Paint is the ideal material for decorating your display window backgrounds, interior show rooms or display placards. Texolite has for one thing true color which ordinary paints can't duplicate. The ten pastel shades in which factory-tinted Texolite comes are true—they do not yellow or fade. And Texolite has an exceptionally high degree of light reflectivity—a feature which adds much to the appearance and effectiveness of display work.

Texolite comes to the job in paste form. Merely adding water makes it ready for application. One gallon of Texolite makes one and one-half gallons of ready-to-use paint. It is easily and quickly applied, brushing on with little effort and leaving no brush marks.

Important in display painting is the time factor. Texolite dries in an hour—it makes possible the application of a second coat in a minimum of time. Quick drying makes possible the painting and erection of displays in a few hours' time.

Texolite hides in one coat; redecorating costs are cut considerably because of the resultant saving in time and material.

Any solid surface can be painted with Texolite. Even freshly plastered walls will satisfactorily take Texolite. Over average surfaces coverage will be slightly less. Coverage over wallboard, insulating boards and fibre boards ordinarily used in making displays is exceptionally high.

Proof of the satisfaction that Texolite offers as display paint is its use by prominent St. Louis retail stores. Here are several of them: Famous-Barr Co., Stix, Baer & Fuller, Kline's, Inc., Sonnenfeld's, Garland's, Boyd-Richardson Co., The Bond Clothing Co., Weil Clothing Co., Lammert Furniture Co., Union-May-Stern Furniture Co., J. D. Carson Furniture Co., James & Co., Alfred Steiner, Lee Shoppes.

TEXOLITE DEEP COLORS

Texolite Deep Colors are the answer to the display man's requirements for paint with extraordinary brilliance and trueness of color; paint that has combined with exceptional color the advantages of one-hour drying, one-coat hiding and real economy.

Texolite Deep Colors are identical with Texolite Casein Paint. They may be used as tinting colors to tint white Texolite or as straight deep paint to obtain striking and impressive displays of color. The use of Deep Colors to tint white Texolite affords a variety of color possibilities that are virtually unlimited.

Texolite Deep Colors have all the advantages of Texolite—non-yellowing colors, high coverage, high light reflectivity, etc.

FREE—TEXOLITE DEEP COLOR MIXING GUIDE. Write us for your copy. Shows 9 deep colors and chips of 45 reductions of reduction.

TEXOLITE ARTISTS' COLORS

Sign writers, show card decorators and artists will find Texolite Artists' Colors economical to use wherever a small quantity of color is needed. The colors and formula of Artists' Colors are identical with those of Deep Colors. They are used in the same way, and have the same money and time-saving advantages as Texolite and Texolite Deep Colors.

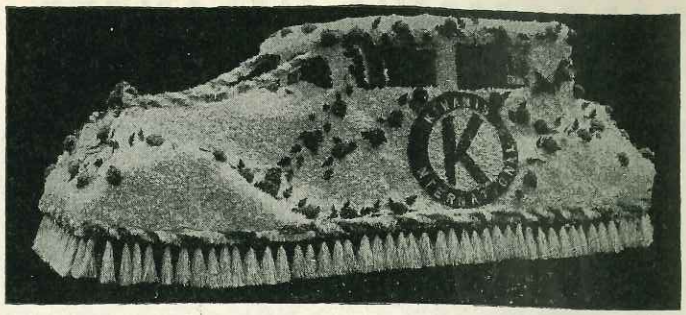
"One Gallon Texolite Paste makes 1½ Gallons of Ready-to-use Paint"

PRICE LIST—TEXOLITE PRODUCTS

Prices of Texolite	½ Pint	Quart	Gallon
White	$0.36	$0.80	$2.60
Buff, Ivory, Green, Rose, Azure, Cream, Gray, Tan, Orchid or Nu Blue	.85		2.75

Prices of Texolite Deep Colors	½ Pint	Quart	Gallon
Black, Deep Brown or Deep Buff	$0.55	$0.90	$3.30
Deep Red or Deep Blue	.60	1.30	4.75
Red Orange, Deep Green or Medium Yellow	.70	2.10	8.00

Prices of Texolite Artists' Colors	½ Pint Jars	
White	$0.36	
Black, Deep Brown or Deep Buff	.55	⅛ Pint Tubes. Any Color. Each 25¢
Deep Blue or Deep Red	.60	
Red Orange, Deep Green or Medium Yellow	.70	



112—Decorated car suggestion suitable for any organization or business firm.

BEAUTY FLORAL PARADE SHEETING

By far the most beautiful floral sheeting on the market today.

White	Purple
Red	Cherry
Pink	Brown
Black	Orange
Grass Green	National Blue
Nile Green	Light Blue
Yellow	Gold
Lavender	

Any color. Per square yard..... **70c**

How to Use Beauty Sheeting

Pin six squares of Beauty Sheeting together in two rows and place over top of car with seams all running toward the rear. Pin two square yards of Beauty Sheeting together and place over hood of car. Place another Beauty Sheet next to it and pin with Giant Decorating Pins. Continue until car is covered and then stretch special decorating wire over the Beauty Sheeting. The wire will not show. Then add flowers and vines on car.

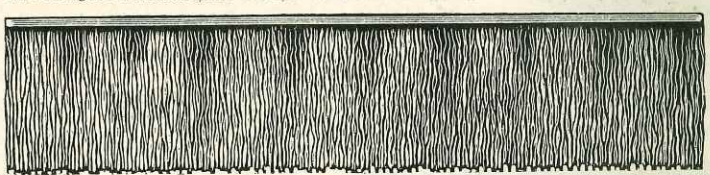
Approximate Amount of Sheeting Required to Cover Your Car as Follows:

Two-Passenger Coupe—25 Yards **Seven-Passenger Sedan—38 Yards**
Five-Passenger Sedan—31 Yards **Roadster—15 Yards**

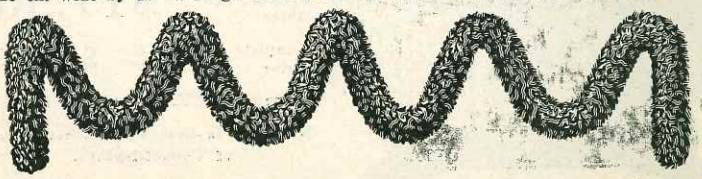
Shipped F. O. B. Illinois Factory.

FREE! FLORAL PARADE BOOK

Write for New Edition free Floral Parade Book illustrating 21 Float Ideas and complete instructions on how to build them.



GF-1000—Fringe. Just the thing for edging floats and cars. Also for Hall decorating. Can be had in same colors as Beauty Sheeting. 15 in. wide by 10 ft. long. Each..... **70¢**

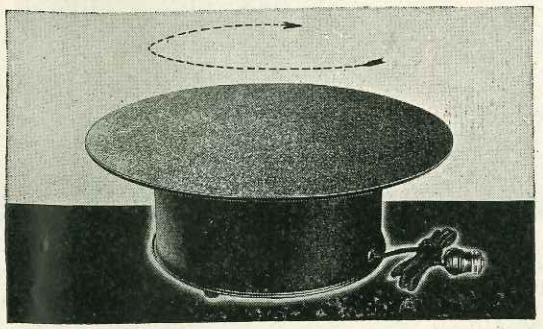


No. GS-923—Moss Paper Festooning. Inexpensive and effective way to decorate Halls, Stores and for trimming floats and cars. Can be had in same colors as Beauty Sheeting. About 30 feet to roll. Per roll, **30¢**; Dozen rolls, **$3.00**

MOTION SELLS MORE GOODS

SHOWMASTER (Standard Model) TURNTABLE

Can be used by itself to display any kind of merchandise, or a superstructure can be added to create new effects. A permanently useful, adaptable display unit for any store. There are no motors, brushes, gears or belts. Silent in operation. Nothing that is likely to get out of order or need attention. Just plug it in and it starts; pull the plug and it stops. Cost of operation is from half a cent to a cent a day, depending on local rates.



Construction: All metal. Ball-bearing movement.

Dimensions: Base, 12 inches in diameter; overall height, 7 inches; disc, 18 inches in diameter.

Finish: Black Crystallized.

Weight: 19 pounds, packed for shipping.

Current: 110 volts, 60 cycles, A. C. Special resistor plug can be supplied for D. C. operation.

Carrying Capacity: 150 pounds, evenly distributed.

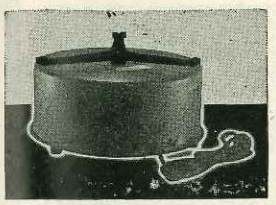
Revolutions: 4 to 7 per minute, clockwise.

SHOWMASTER (Standard Model) TURNTABLE

Base Mechanism with 18" dia. Table—No. SM-260, complete..... **$15.25**
Base Mechanism only—No. SM-201..... **11.75**
Table only—No. SM-202..... **$3.50**
Spider—No. SM-255..... **.75**

REVOLVING MERCHANDISER

Similar to the Showmaster but of lighter construction. Dimensions and current specifications the same.
Carrying Capacity: 50 pounds, evenly distributed.



PRICE LIST

Base Mechanism with 18 in. diameter Table—No. RM-35, complete..... **$10.50**
Base Mechanism only—No. RM-1..... **7.00**
Table only—No. RM-34..... **3.50**
Spider—No. RM-20..... **.75**

SPIDER

Can be supplied instead of disc top to carry a special table or superstructure.

All Prices F. O. B. New York or Chicago

Nu-Rug Dye

A prime favorite with Display Directors Everywhere for over ten years

NU-RUG DYE will give you apparently New Window Carpets for Only One Cent a Square Foot!

Dye your carpets tonight—
Dress your windows tomorrow

Equally effective for Velours and Drapes

Here is a partial list of well-known users, who have found NU-RUG DYE not only easy to use, but satisfactory and **economical:** Jas. McCreary & Co., New York; Jordan, Marsh & Co., Boston; McCurdy & Co., Rochester; Mandel Bros. and all large stores in Chicago; The Jones Stores, Kansas City; Cromer-Cassels, Miami; The May Co., Los Angeles, and a host of others, everywhere.

NU-RUG DYE is guaranteed Wash-proof, Sunfast, and will not walk off. It will **not** sunstreak through plate glass. Full satisfaction guaranteed by the manufacturers when the easy directions are followed.

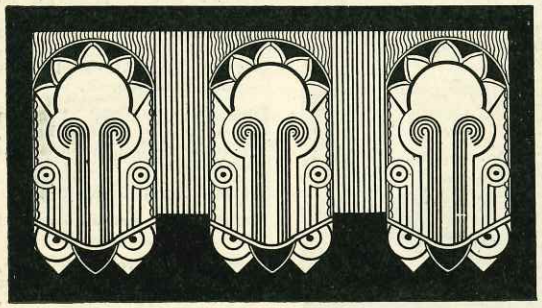
Price **$3.50** a bottle, or **$36.00** when ordered in dozen lots or more. 24 standard, popular colors, a color to suit every taste, and for every purpose.

JIFFY BLACK DYE, at **$3.50** a set, produces an unusually deep, lustrous, rich Jet Black, that is also absolutely fadeless.

All prices F. O. B. Chicago Factory.

Dress Up Your Store Front with DECALCOMANIA VALANCES

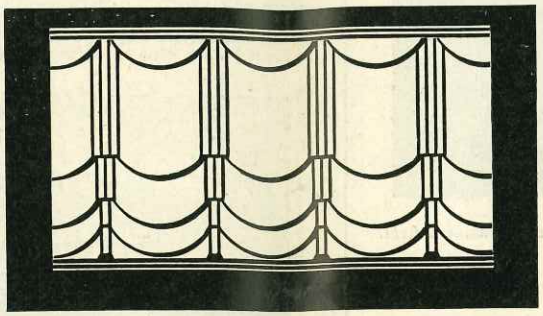
A Transparent Decalcomania transfer designed in French carved glass effect.
Write for Circular Showing Many Patterns With Complete Instructions.



Main Body No. VT-518—Black, White and Silver; or **No. VT-517**, Green, Black and Silver; Panels 9¼ in. wide by 19½ in. deep.

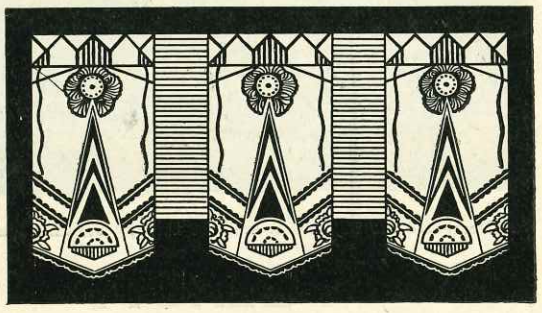
Intersections No. VT-48—White Stripe or VT-320 Black and White Stripe; Yard Goods.

Separate Panel Prices—Ready-cut panels, size 9¼ in. wide by 19½ in. deep. Per roll consisting of 17 panels..... **$3.50**
Separate panels, less than 1 roll lots. Each.....25¢



No. VT-56—White and Clear. Yard Goods. No intersections necessary with this design. Measure your windows and apply. May be cut along scalloped edge at bottom if desired.

Yard Goods come in rolls 18½ in. wide by 25 ft. to a roll.
Price of any design is, per roll..... **$3.50**
If bought in less than full roll lots the price per running foot 18½ in. wide is..... 20¢



Main Body No. VT-635—Black, White and Silver; Panels 9¼ in. wide by 19½ in. deep.

Other colors also available: **No. VT-535**—Green, White and Black, or **No. VT-435**—Blue, White and Black.

Intersections No. VT-48—White Stripe or **No. VT-320**—Black and White Stripe; Yard Goods.

NEW!! FALL LEAVES DIE CUT VALANCE

No. DW-07—Beautiful die-cut valance or panel, finished in a riot of brilliant fall colors. The valances are held together at a few points, which allows this number to be used as a panel if left intact. The white lines indicate where panel is held together by perforations; when torn apart, separates into 25 feet of valance, which is 18 inches wide at deepest point. The individual leaves can be very easily cut apart and scattered throughout the window. As shown in the illustration, each roll is 30 inches wide by 12½ feet long. Per roll..... **$4.00**

(A number of new die-cut valances for Christmas trims will be available. Write for special circular if interested.)

Now! 72-INCH
FULL SIX FEET WIDE
Corrugated Display Paper

WHITE ONLY 72 Inches Wide by 25 Ft. Per roll .. **$4.50**

For Columns, Backgrounds, Large Panels and Walls. Saves labor.

New . . . Modernistic
DISPLAY TURNTABLE

Most attractive low price turntable on the market. (Power supplied by small fan.)

- Fire-Proof.
- No Gears to Cause Trouble.
- Various Speeds.
- Modernistic in Design.
- Carries 25 lb. Balanced Load.

This New Display Will Pay for Itself in a Week's Time.

Endorsed by Leading Manufacturers, Merchants and Display Men

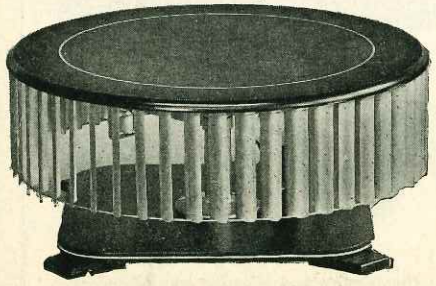
This New Display Turntable is modernistic in design. The top and base are finished in mahogany color that blends beautifully with the silver colored fins that form the sides of the table.

The power is supplied by a small electric fan which is mounted on the base.

There is absolutely no danger of fire from this machine as there is no direct hookup.

The table turns on two roller bearings. No gears to get out of order.

Various speeds may be obtained by shifting governor ring upward or downward.



Specify A. C. or D. C. When Ordering

Complete with A. C. Motor..... **$17.50**

Complete with D. C. Motor ..... **$ 18.50**

All prices are F. O. B. Ohio Factory.

No Store Is Complete Without One of These Displays.

Cost of Operation Approximately 10c Per Week.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

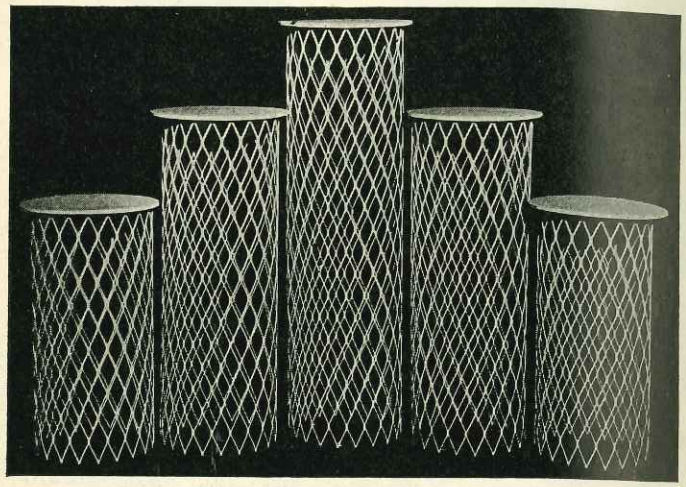
A POPULAR NEW DISPLAY MATERIAL —DIAMOND METAL MESH

The newest idea for tube displayers, plateaus, background screens and post trims.

A flat metal mesh approximately ⅛ inch wide. Each diamond is 1½ inches wide by 2¾ inches long. Lacquer finished in white.

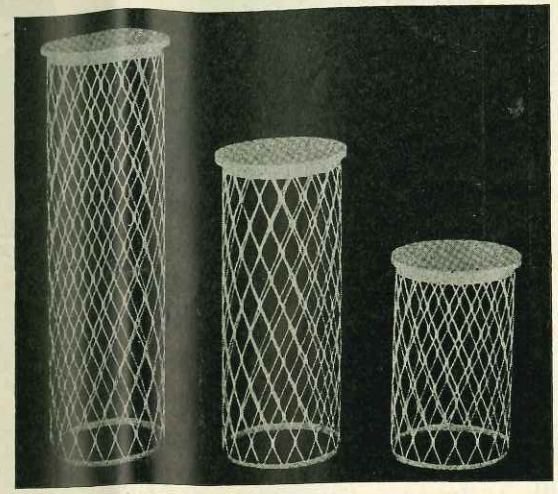
May be cut into narrow widths to be used as mouldings, as it cuts and bends easily. When made into tubes will support weight of 100 pounds.

In sheets 3 ft. x 8 ft. and 4 ft. x 8 ft.



5-PIECE DIAMOND METAL MESH TUBE DISPLAYER

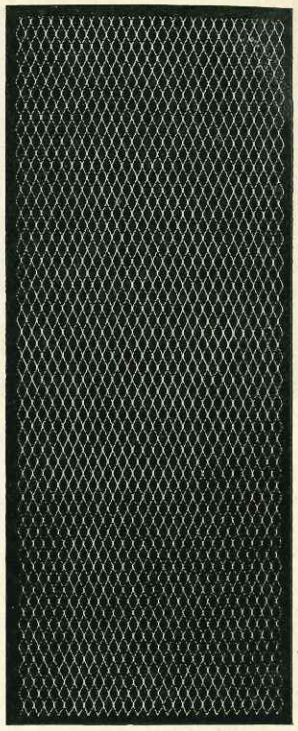
No. GS-65—Tubes 7¼ in. in diameter with 8-in. wallboard disc top. Set consists of 1 tube 30 in. high, 2 tubes 24 in. high and 2 tubes 18 in. high. Finished in white (1½-in. mesh). Per set of 5..... **$4.50**



MESH METAL DISPLAYERS

No. GS-66—Made of 1½-in. mesh metal cylinders with unattached ⅜-in. wood tops finished in white. Cylinders are 8 in. in diameter reinforced with metal edging at top and bottom. Very rigid in construction.

12-in. cylinder with wood top	$2.25
18-in. cylinder with wood top	2.50
24-in. cylinder with wood top	2.75
Complete set	$7.50

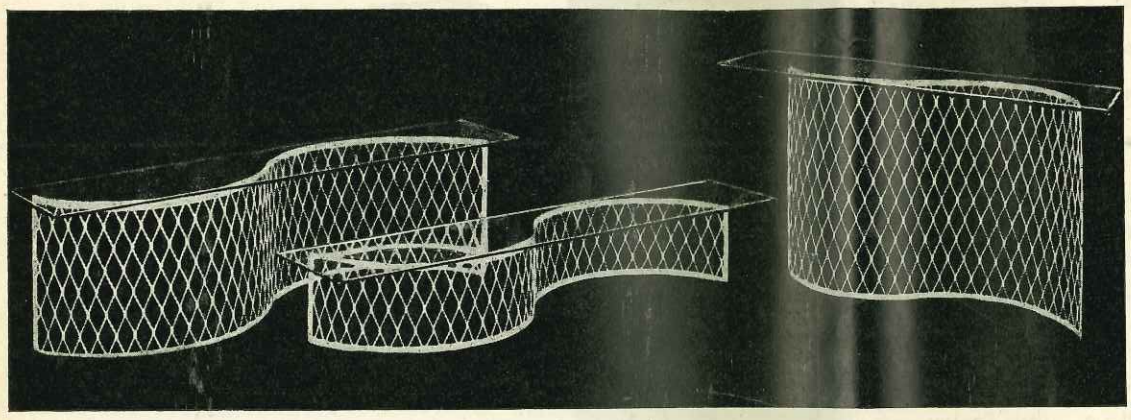


DIAMOND MESH METAL SHEETS

Come in 1½-in. and ¾-in. mesh. Unfinished or finished in white. Can be cut easily with tin snips.

		Unfinished	Finished
1½-in.—3-ft. x 8-ft. sheet.	Each	$2.50	$3.00
1½-in.—4-ft. x 8-ft. sheet.	Each	3.25	3.75
¾-in.—3-ft. x 8-ft. sheet.	Each	3.50	4.00
¾-in.—4-ft. x 8-ft. sheet.	Each	4.50	5.00

(Less than 3 sheets, 50c packing charge. Special colors other than white, 75c additional per sheet.)



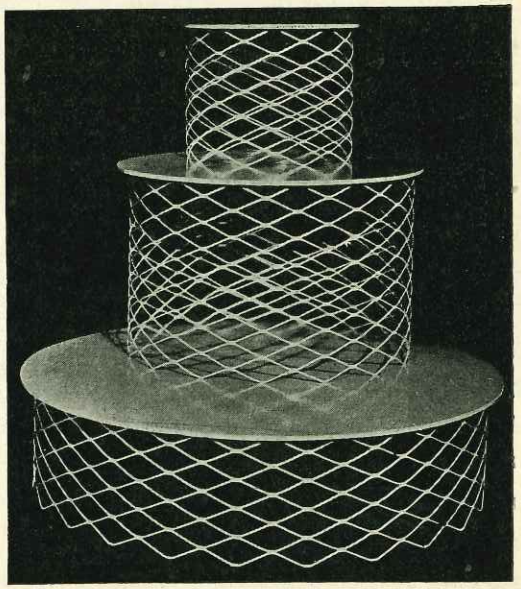
METAL MESH DISPLAYERS

Made of 1½-in. or ¾-in. mesh metal reinforced with metal edges, finished in white or any color. Can be had with or without ¼-in. clear glass tops.

No. GS-62—12 in. wide x 38 in. long "S" Displayer. Glass 10x42 in. Complete **$3.50**
Without Glass..... **$2.25**

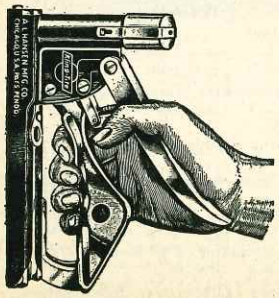
No. GS-63—6 in. wide x 38 in. long "S" Displayer. Glass 10x42 in. Complete **$3.50**
Without Glass..... **$2.25**

No. GS-61—18 in. wide x 30 in. long "S" Displayer. Glass 10x36 in. Complete **$3.00**
Without Glass..... **$2.00**



3-PIECE DIAMOND METAL MESH TUBE DISPLAYER

No. GS-64—Contains 1 tube 24 in. in diameter and 6½ in. high, 1 tube 16 in. in diameter and 10½ in. high and 1 tube 10 in. in diameter and 7½ in. high, wallboard disc tops (1½-in. mesh). Per set of 3..... **$4.25**



KLING-TITE AUTOMATIC TACKER

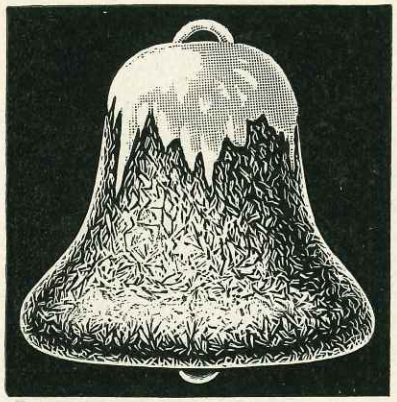
Whenever tacking or stapling is done on any sort of papers, corrugated or fabric, whether it be to background panels, walls, etc., this automatic tacker does a more efficient and better job with greater ease.

It operates with one hand and leaves the other hand free to hold the material, a great feature for the display man. Press the handle and the tack shoots through the material and into the wood, panel or wallboard with a zip. Kling-Tite tacks come in strip form and are easily inserted in the tacker.

The Kling-Tite drives a two-pointed tackpoint with a shank about the size of an ordinary pin—a shank of equal diameter down to its point. When removed, this tackpoint leaves the surface unmarred.

Price each, **complete with box of 5000 tacks**..... **$8.00**

Price per box of 5000 tacks..... **$2.00**



Snow Covered Silver Bells

Made of papier mache composition form covered with silver foil with snow covered top. Will not tarnish.

No. X-2401—1½ in. in diameter by 1½ in. high.
Dozen.....15¢ Gross..... $1.50

No. X-2402—2 in. x 2 in.
Dozen.....20¢ Gross..... $2.00

No. X-2403—3 in. x 3 in.
Dozen.....60¢ Gross..... $3.50

No. X-2404—4 in. x 4 in.
Dozen.....60¢ Gross..... $6.00

No. X-2405—5 in. x 5 in.
Dozen.....80¢ Gross..... $8.00

No. X-2406—6 in. x 6 in.
Dozen....$1.25 Gross.... $12.50

No. X-2407—7 in. x 7 in.
Dozen....$2.00 Gross.... $20.00

No. X-2408—8 in. x 8 in.
Dozen....$2.75 Gross.... $27.50

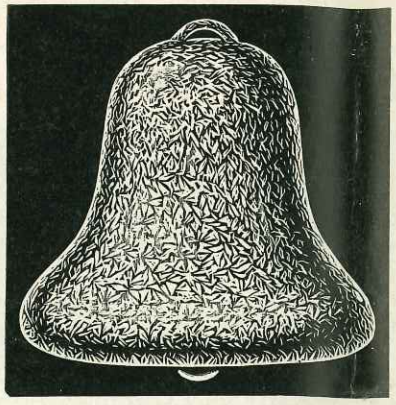
No. X-2409—9 in. x 9 in.
Dozen....$3.50 Gross.... $35.00

No. X-2410—10 in. x 10 in.
Dozen....$4.50 Gross.... $45.00

No. X-2411—11 in. x 11 in.
Dozen....$6.00 Gross.... $60.00

No. X-2412—12 in. x 12 in.
Dozen....$7.50 Gross.... $75.00

No. X-2414—14 in. x 14 in.
Each..90¢ Doz..$9.00 Gross $90.00



Silver Foil Bells

Silver foil covered bells made on papier mache composition forms.

Has silvered tongues or sounders.

No. X-1801—1½ in. in diameter by 1½ in. high
Dozen.....10¢ Gross..... $1.00

No. X-1802—2 in. x 2 in.
Dozen.....15¢ Gross..... $1.50

No. X-1803—3 in. x 3 in.
Dozen.....30¢ Gross..... $3.00

No. X-1804—4 in. x 4 in.
Dozen.....50¢ Gross..... $5.00

No. X-1805—5 in. x 5 in.
Dozen.....70¢ Gross..... $7.00

No. X-1806—6 in. x 6 in.
Dozen....$1.00 Gross.... $10.00

No. X-1807—7 in. x 7 in.
Dozen....$1.75 Gross.... $17.50

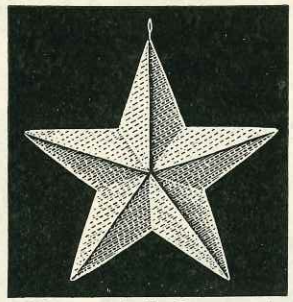
No. X-1808—8 in. x 8 in.
Dozen....$2.50 Gross.... $25.00

No. X-1809—9 in. x 9 in.
Dozen....$3.25 Gross.... $32.50

No. X-1810—10 in. x 10 in.
Dozen....$4.25 Gross.... $42.50

No. X-1811—11 in. x 11 in.
Dozen....$5.50 Gross.... $55.00

No. X-1812—12 in. x 12 in.
Dozen....$6.75 Gross.... $67.50



Silver Foil-Covered Embossed Stars

No. X-1712 — Very deeply embossed. Star is 12 in. wide, embossed to a depth of 2¼ in. in center. Foil on front side only. Open back finished in white.
Each .....25¢
Dozen..$2.50 Gross..$25.00

No. X-1710—10 in. wide, embossed to 2 in. depth.
Each .....20¢
Dozen..$2.00 Gross..$20.00

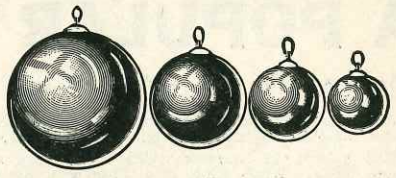
No. X-1708 — 8 in. wide, embassed to 1½ in. depth.
Each .....10¢
Dozen..$1.00 Gross..$10.00

No. X-1706—6 in. wide, embossed to 1¼ in. depth. Each.....6¢
Dozen.....60¢ Gross...$6.00

No. X-1705 — 5 in. wide, deeply embossed. Each .....5¢
Dozen.....50¢ Gross...$5.00

No. X-1704 — 4 in. wide, deeply embossed. Each.....4¢
Dozen.....40¢ Gross...$4.00

No. X-1703 — 3 in. wide, deeply embossed. Each.....3¢
Dozen.....30¢ Gross...$3.00



Ornamental Glass Balls

Silver Only

Every display man can find dozens of uses for these glass balls. These are made with a looped hanger which will not pull out.

No. X-1264—2½ inches in diameter. Packed 1 dozen in box.
Per dozen....75¢ Per gross.... $7.50

No. X-1266—2¼ inches in diameter. Packed 1 dozen in box.
Per dozen....65¢ Per gross.... $6.50

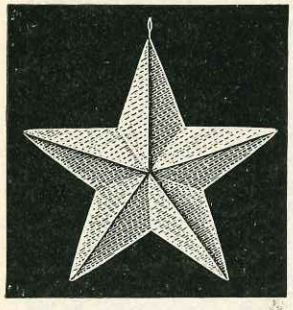
No. X-1265—2 inches in diameter. Packed 1 dozen in box.
Per dozen....50¢ Per gross.... $5.00

No. X-1263—1¾ inches in diameter. Packed 1 dozen in box.
Per dozen....40¢ Per gross.... $4.00

No. X-1262—1½ inches in diameter. Packed 2 dozen in box.
Doz..30¢ or 60¢ per box Gross.. $3.00

No. X-1261—1¼ inches in diameter. Packed 2 dozen in box.
Doz..25¢ or 50¢ per box Gross.. $2.50

We cannot break boxes



Flat Closed Back Silver Foil Covered Stars

This is a double star, very deeply embossed, with flat closed back. Foil covered front and back.

No. X-1193—3 inches in diameter.
Per dozen.....35¢ Per gross..... $3.50

No. X-1194—4 inches in diameter
Per dozen.....45¢ Per gross..... $4.50

No. X-1195—5 inches in diameter.
Per dozen.....60¢ Per gross..... $6.00

No. X-1196—6 inches in diameter.
Per dozen.....75¢ Per gross..... $7.50

No. X-1197—8 inches in diameter.
Per dozen....$1.20 Per gross.... $12.00

No. X-1198—10 inches in diameter.
Per dozen....$2.40 Per gross.... $24.00

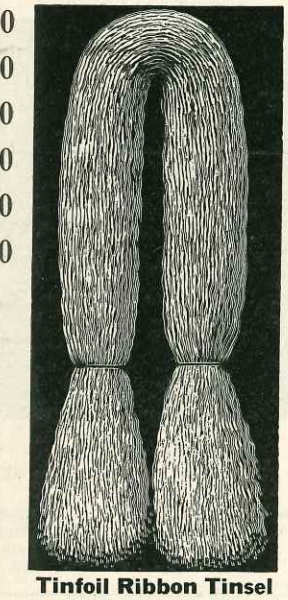
No. X-1199—12 inches in diameter.
Per dozen....$3.00 Per gross.... $30.00

CHRISTMAS CATALOG

The above represent typical items taken from our Christmas Catalog. Our complete 72-page Christmas Catalog will be ready for mailing October 1. Ask us for an advance copy.

JUMBO TINFOIL TINSEL

No. X-400—For Community Trees, store decorations and outside decorations. Strands are ¼ in. wide by 50 in. long. 1 pound to skein. Per pound..... 45¢

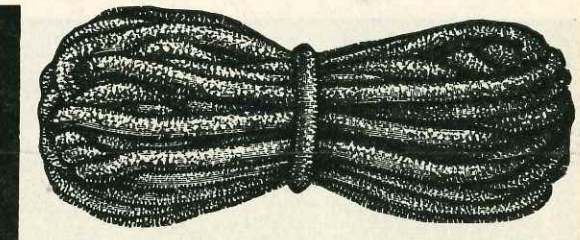


Tinfoil Ribbon Tinsel

No. X-425—One pound skein of silver tinfoil ribbon tinsel, contains approximately 1700 strands 36 inches long. The most economical way to buy tinsel.
Per pound skein..... 45¢

No. X-428—Half pound skein of green and silver tinfoil ribbon tinsel, contains approximately 850 strands 36 in. long.
Per half pound skein.. 35¢

No. X-439—Half pound skein of red and silver tinfoil ribbon tinsel.
Per half pound skein.. 35¢



HINOKI FIBRE ROPING

No. X-4160—Red—11/16 in. in diameter. Full Round. Machine-made. 60 yards to bolt.
Per bolt..... 21c

No. X-4161—Green—11/16 in. in diameter. Full Round. Machine-made. 60 yards to bolt.
Per bolt..... 21c

No. X-2150 — Red — ⅜ in. in diameter. Full Found. Machine-made. 60 yards to bolt.
Per bolt..... 18¢

No. X-2151 — Green — ⅜ in. in diameter. Full Round. Machine-made. 60 yards to bolt.
Per bolt..... 18¢

1¼ Inch

No. X-6160—Red—1¼ in. in diameter. Full Round. Machine-made. 60 yards to bolt. Per bolt..... 75¢

No. X-6161—Green—1¼ in. in diameter. Full Round. Machine-made. 60 yards to bolt. Per bolt..... 75¢

1¾ Inch

No. X-7130—Red—1¾ in. in diameter. Full Round. Machine-made. 30 yards to bolt. Per bolt..... 75¢

No. X-7131—Green—1¾ in. in diameter. Full Round. Machine-made. 30 yards to bolt. Per bolt..... 75¢

2½ Inch

Red—2½ in. in diameter. Hand-made. 15 yards to bolt. Per bolt..... 50¢

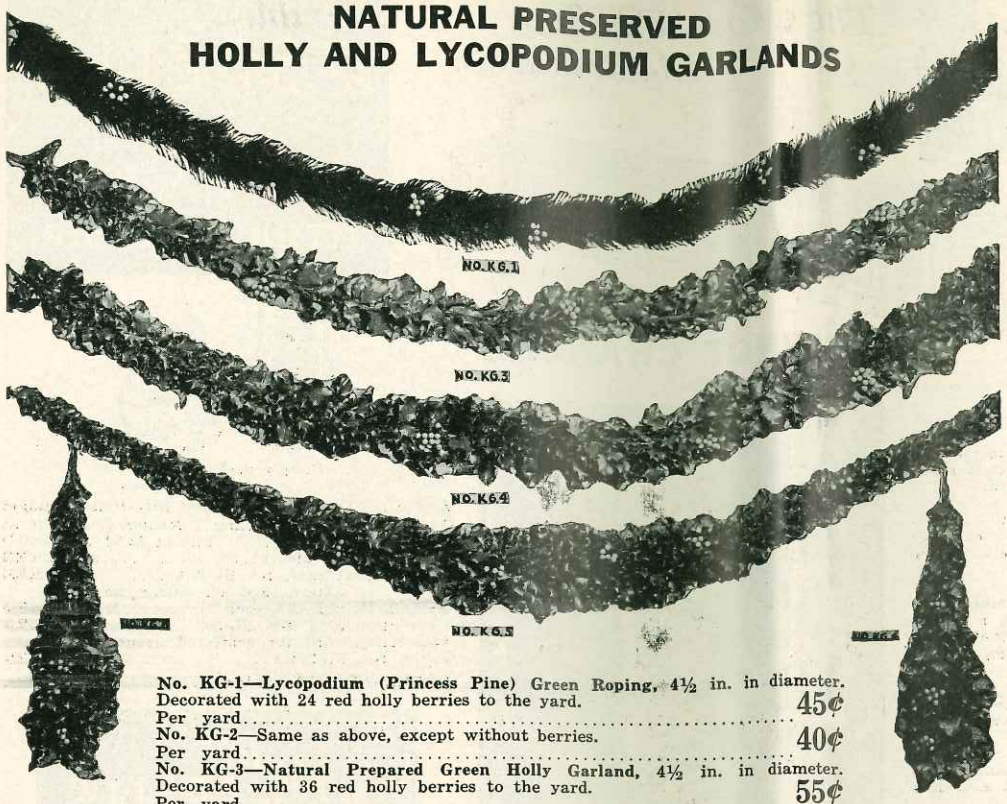
Green—2½ in. in diameter. Hand-made. 15 yards to bolt. Per bolt..... 50¢

No. X-8115—Red—2½ in. in diameter. Full Round. Machine-made. 15 yards to bolt. Per bolt..... 75¢

No. X-8116—Green—2½ in. in diameter. Full Round. Machine-made. 15 yards to bolt. Per bolt..... 75¢

"Fireproof" Roping (if specified) at 10% over above prices

NATURAL PRESERVED HOLLY AND LYCOPODIUM GARLANDS



No. KG-1—Lycopodium (Princess Pine) Green Roping, 4½ in. in diameter. Decorated with 24 red holly berries to the yard. Per yard..... **45¢**

No. KG-2—Same as above, except without berries. Per yard..... **40¢**

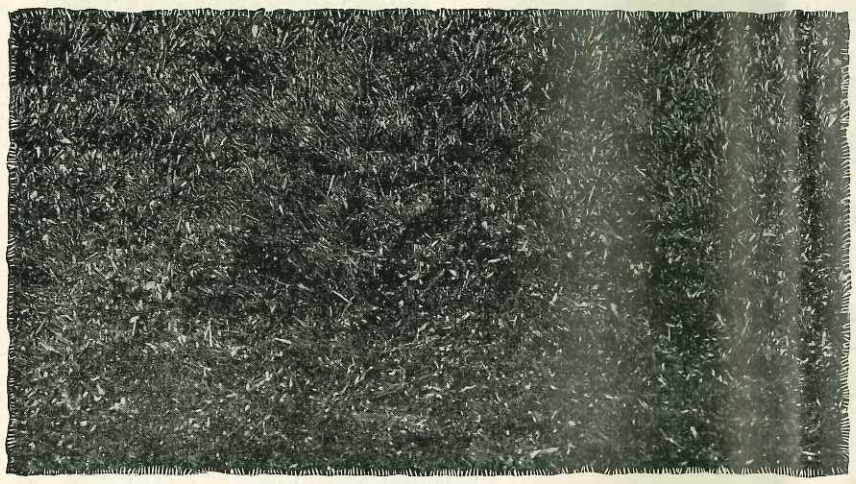
No. KG-3—Natural Prepared Green Holly Garland, 4½ in. in diameter. Decorated with 36 red holly berries to the yard. Per yard..... **55¢**

No. KG-4—Natural Prepared Green Holly Garland, 6 in. in diameter. Decorated with 36 red holly berries to the yard. Per yard..... **70¢**

No. KG-5—Natural Prepared Green Holly Festoons, 9 in. in diameter at center. Decorated with 48 red holly berries to the yard. Per yard..... **90¢**

No. KG-6—Tapered Green Holly Drops for Festoons, decorated with 36 red holly berries to the yard. Per yard..... **90¢**

F. O. B. Michigan Factory. We ship direct from preserving plant and factory to insure fresh stock.



RAFFIA GRASS MATS

56 ROW CLOSELY SPACED RAFFIA MAT

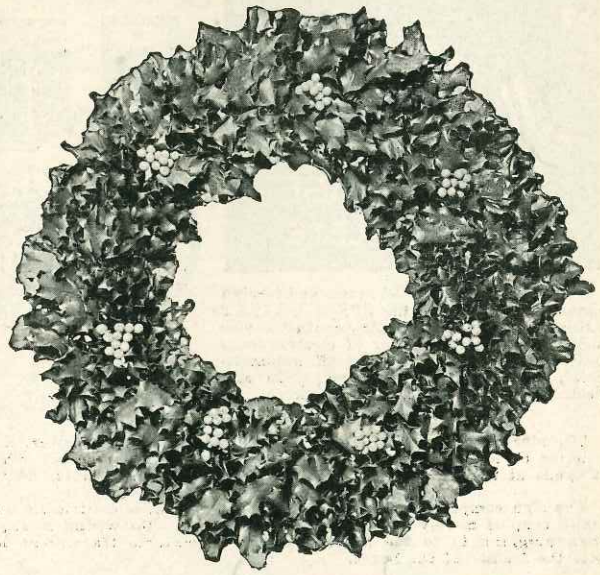
No. X-397—Raffia Grass Mat. Size 3 ft. x 6 ft. Made with 56 closely spaced rows of trimmed, short grass blades firmly sewed to a base of heavy green burlap. Closely resembles a new mown lawn or golf green. The Aristocrat Grass Mat. Each..... **$2.75**

32 ROW RAFFIA MAT

No. X-398—Raffia Grass Mat. Size 3 x 6 ft. A real quality mat made with 32 rows of longer grass blades firmly sewed to a base of heavy green burlap. Dyed with a true green, fast to light color, resembling Nature's own grass. Each..... **$2.50**

TISSUE PAPER IMITATION GRASSY MATS

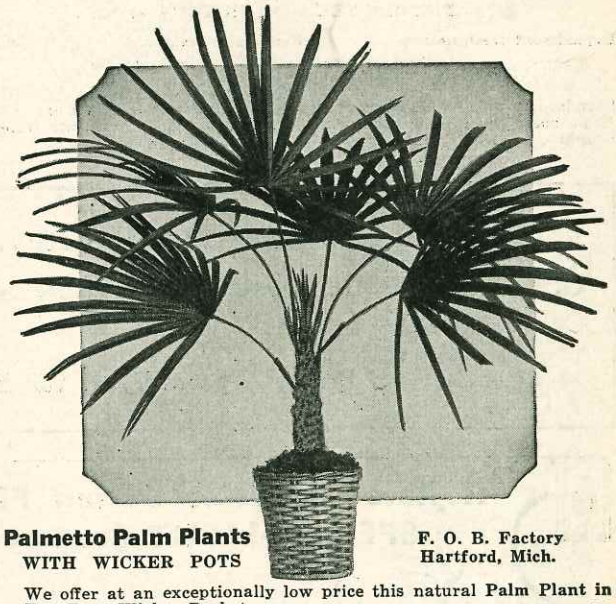
No. X-2041—Size approximately 18 in. x 36 in. Made of green tissue paper slashed and woven to imitate grass. Cheap and effective for window decorating and other similar uses. Inexpensive, practical, looks like real grass and can be used any place that a grass-like effect is desired. Each..... **15¢**
Per dozen..... **$1.50**



NATURAL PRESERVED HOLLY WREATHS

Made of natural preserved holly with artificial red berries. Very full and heavy. We ship direct from preserving plant and factory (Michigan) to insure freshest stock.

No. KG-18—18 in. in diameter.			**$12.50**
Each..... **$1.25**	Per dozen.....		
No. KG-24—24 in. in diameter.			**$22.50**
Each..... **$2.25**	Per dozen.....		
No. KG-30—30 in. in diameter.			**$37.50**
Each..... **$3.75**	Per dozen.....		
No. KG-36—36 in. in diameter.			**$65.00**
Each..... **$6.50**	Per dozen.....		



Palmetto Palm Plants
WITH WICKER POTS

F. O. B. Factory
Hartford, Mich.

We offer at an exceptionally low price this natural Palm Plant in a Two-Tone Wicker Basket.

	Single Each	Lots of 2 Each	Lots of 4 or More Each
No. KG-200—24 in. high, 5 leaves.....	$1.50	$1.35	$1.25
No. KG-201—36 in. high, 5 leaves.....	1.95	1.75	1.60
No. KG-202—42 in. high, 7 leaves.....	2.25	2.00	1.80
No. KG-203—54 in. high, 9 leaves.....	3.25	3.00	2.75

Palmetto Palm Trees With Green Painted Wooden Tubs

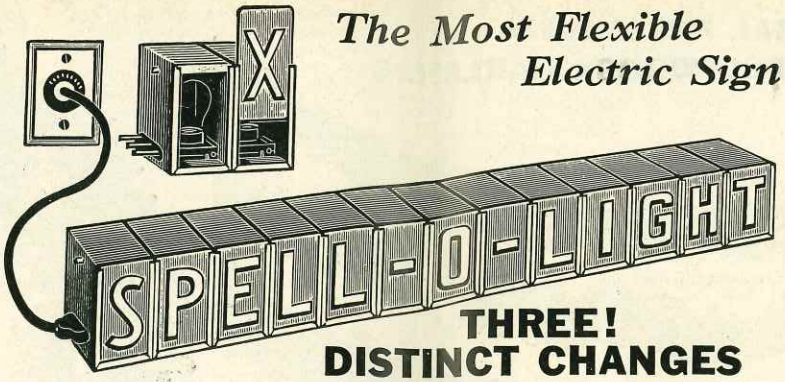
Leaves come detached, but may easily be inserted in metal holders hidden in the heavy trunk fibre.

	Single Each	Lots of 2 Each
No. KG-101— 7 ft., 12 leaves.....	$4.75	$4.50
No. KG-102— 8 ft., 15 leaves.....	5.75	5.50
No. KG-103—10 ft., 18 leaves.....	6.75	6.25

1. *It flashes!* YOUR MESSAGE COMPLETE

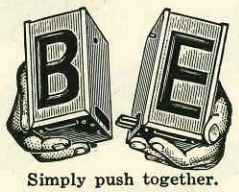
Fully covered by United States and foreign patents. The basis of the SPELL-O-LIGHT advertising sign is an electric contact device which allows any number of electric lamp bulbs to be switched on and off automatically, one by one or by groups, in any desired sequence and at any speed.

The Most Flexible Electric Sign



THREE! DISTINCT CHANGES

2. *It* S·P·E·L·L·S YOUR MESSAGE LETTER BY LETTER



Simply push together.

The startling new SPELL-O-LIGHT sign spells out any advertising message —letter by letter, by syllables, by words or complete phrases. What is more, it spells at any speed, placing the emphasis where and when needed.

The sign comprises any number of metal box units, electrically and mechanically coupled merely by pushing them together. No wiring is required other than plugging in to the nearest socket. Removable translucent letters slide into the frames of the boxes.

Each unit box has a "contact" which can be adjusted for the timing of its individual 10-watt lamp bulb with relation to other letters. Also, a switch permits each letter to flash on separately or together with other letters. The end letter takes a master unit which switches off all lights at once, so that the sign may start over.

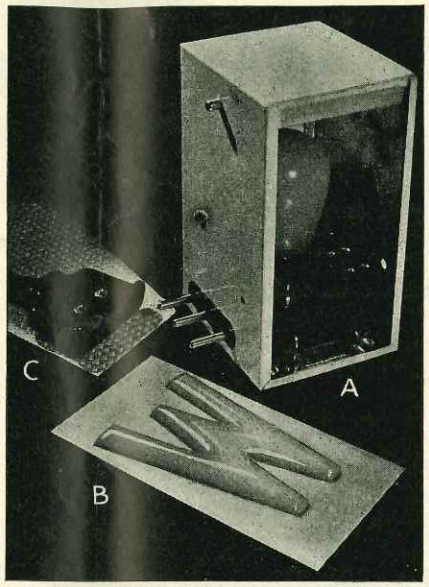
Unit boxes may be arranged in many ways—in a row for a single sign, in several scattered groups, stacked horizontally or vertically, suspended, etc.

No motors are used. No clockwork. No mechanism. There is **nothing to wear out.** SPELL-O-LIGHT is a permanent display advertising investment with **changeable message, adjustable timing and sequence, brilliant red neon-like letters, endless layout arrangements.**

PICTURE THE USES IN YOUR STORE:

Department Designation — **Seasonal Reminders** — **Special Sales** — **Window Displays** — **Store Name**

Standard box sizes 3x3x5 inches high. Timing Switch seen on base (A). Slotted front holds brilliant transparent acetate letter (B). Separate letters can be bought for any message.



Unit Construction

And it is Priced for the Modest Advertising Budget

1 combination (comprising 1 Master Box Unit at $2.50 and 5 Normal Box Units at $2.50)	$15.00
6 letters (your choice)	FREE
1 attachment cord, No. SL-201	FREE
Additional letters, Red on Silver Background, No. SL-203, each	.30
Connection cord, No. SL-202	.75
Connection cord for scattered groups of boxes, No. SL-204	.35

SPELL-O-LIGHT Products Guaranteed 6 Months.

3. *It flashes!* OR S·P·E·L·L·S PARTS OF YOUR MESSAGE OR WORDS IN THE SAME SIGN

A and B. Box and Letter complete..... $2.50 EACH

C. Attachment Cord Furnished Free with 6 Boxes.

C Priced Separately at 75c Each

USES A. C. OR D. C. CURRENT

The units are merely pushed together with master unit on the end. No wiring necessary. Just plug in nearest wall socket.

Replace all Motor Driven Flashes with SPELL-O-LIGHT Contact Devices

Electrical contact devices are also available separately in 10, 15, 25, 40, 60 and 70-watt ratings for use in other signs, exhibition booths, canopies, outdoor lighting effects, etc., and especially in show windows and in displays of all kinds.

Cat. No.	Item	Wattage	Price
SL-101	Normal Contact Device	10, 15, 25, 40, 60 and 75	$2.00
SL-102	Master Contact Device	Same as above	2.25

SPELL-O-LIGHT Boxes used in a continuous line. Simply push together.

SPELL-O-LIGHT Boxes used built up—Spiral Attachment Cord is necessary for using the Type Sign No. SL-202—75c each. Spiral Attachment Cord No. SL-202 is necessary for this type sign.

Giant Rib Roll or Coramold Display Tube Set

An inexpensive set that will enhance the beauty of your merchandise. This heavy duty corrugated paper material is very flexible, highly tinted in brilliant colors and can be painted many times with water colors, lacquers, bronzes and paints.

Illustrated in the set below are five tubes all 8½ in. in diameter, two 18 in., two 24 in. and one 30 in. high. Comes knocked down with ring sets. Easy to assemble. Choice of these colors:

No. CM-200—Powder Blue, Nile Green, Emerald Green, Canary, Orchid, Orange, Brown, White, Red, National Blue, Black, Purple, Rust, Light Coffee, Dark Coffee, Ivory, Mushroom, Seafoam, Light Primrose, Fawn and Azure Blue. Priced low at, per set..... $2.50

Also may be had in any of the colors of Giant Rib Roll listed on page 44.

Rich, Attractive, Durable

PEDESTAL SETS

Patent Pending.

Made of FLEX-O-BOARD

Tested to support a weight of 150 lbs. Durable and strong. Shipped flat. May be stored away in small spaces. Ideal for all window, interior and ledge displays. Packed in corrugated container 3 in. x 14¼ in. x 26 in.

Weight 7 lbs.
Six Complete Pedestals.
Per Set
$1.95

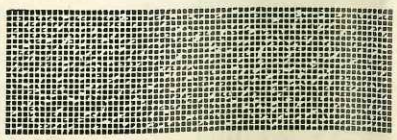
One design or color to a set: 2 each 10 in. high 8 in. x 6 in.
2 each 16 in. high 8 in. x 6 in.
2 each 26 in. high 8 in. x 6 in.

No inside supports or fillers are required to set up and hold Flex-O-Board Pedestals rigid. Choice of these Colors and Patterns:

Silver and Blue — **Silver and Green** — **Red, Linen Finish**
Silver and Red — **Silver, Linen Finish** — **Green, Linen Finish**

All with silver covered removable top and bottom caps.

½ size illustration of pattern of covering.



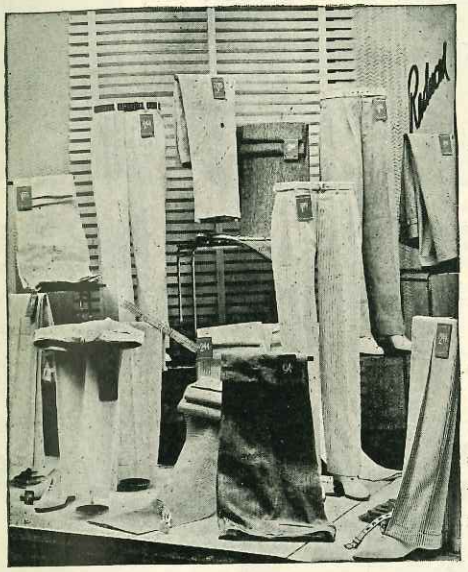
Actual size illustration of pattern of linen finish covering.

SELL MORE TROUSERS
with this Adjustable Trouser Form

Now At Last You Have the Means for Displaying Effectively Your New Trouser Styles

THE "ADJUSTO" TROUSER FORM

For years you have been seeking the proper means for displaying your new trouser styles. The T-stand you have been using has not exactly filled the bill. You will, therefore, welcome the new adjustable trouser form which has just been perfected. On it you can display a pair of trousers so as to emphasize all its style features. Here are some details about this new, business-getting fixture:



Patented No. 2074924

ADJUSTABLE—You can display on it men's or boys' trousers with a waist size from 26 in. to 33 in. and any length from 26 in. to 38 in.

PERFECT DRAPE — It gives the trousers perfect drape. No pins or padding are necessary. It will display the pleats, slash pockets, belt and the high waist very effectively.

BOTH FOR INSIDE AND WINDOW DISPLAY—Both in your trouser section and in the window this adjustable trouser form will prove a tremendous attention getter. It will actually show all the style features of the trouser to the public. It can be placed anywhere at all—on tables, cases or ledges.

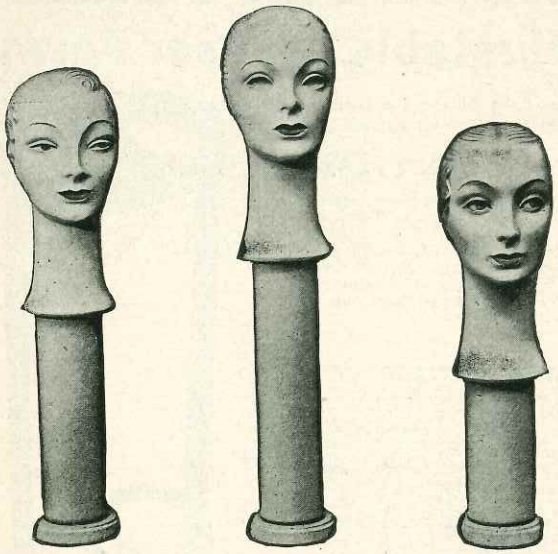
TIME SAVER—This form can be draped in 60 seconds and the trousers may be taken off in 5 seconds. It is extremely easy to handle.

INDESTRUCTIBLE — Treat it roughly all you want. It can take it and it will last a lifetime.

Priced Low at **$5.00 EACH** *when ordered in lots of 3 or more*

Be the first in your city to adopt this new way of displaying trousers. Put several of these forms into your Boys' Trouser Section, into the Men's Trouser Section. Use it for window display—and watch your trouser sales grow. Each Adjusto packed complete in carton weighs 12 lbs. For a balanced window order at least three Adjustos. If less than three are ordered the price is, each..... **$5.50**

Millinery Display Heads



MH-106 MH-107 MH-109

Made of plastic composition, finished in flesh tints with assorted colors of hair. Blonde, brunette, titian (auburn) and white .....
6 for.....$11.25

Bases not included.

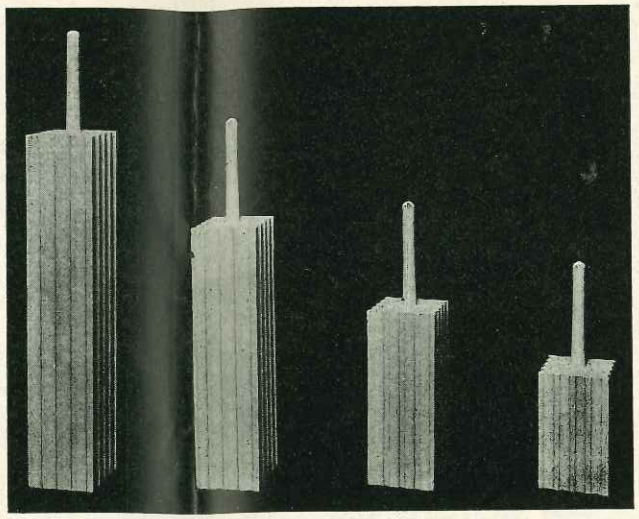
BASES FOR HEADS

No. MH-200—Made of plastic composition. Choice of three heights—9-inch, 12-inch or 15-inch. Each..... $1.65
6 for.....$9.00

$2.10 EACH

6 for $11.25

HERE ARE THE SMART NEW MILLINERY DISPLAY IDEAS, TO BOOST YOUR SALES!

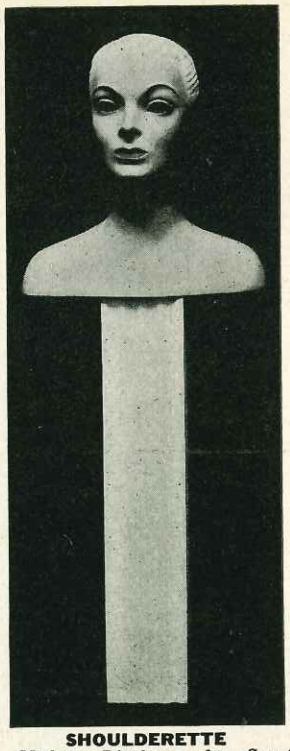


MILLINERY BASES

The New Concave Half Round Style in Dresden White.
No. MP-375—In 9, 12 or 15 in. high. Each.....$1.85
No. MP-375—In 18 or 24 in. high. Each..... 1.95
Specify sizes desired.

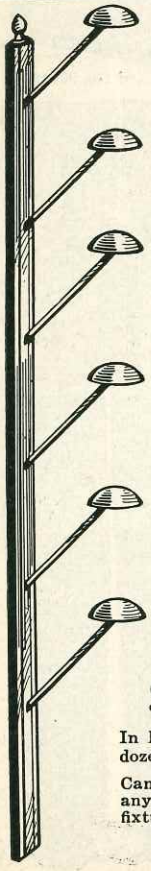
PEDESTALS

Same Finish and Design as above for Display Accessories and Elevating Merchandise. 6 in. x 6 in. square in the following heights:
No. MP-350—In 9 or 12 in. high. Each.....$1.65
No. MP-350—In 18 or 24 in. high. Each..... 1.95
Specify sizes desired.



SHOULDERETTE

A Modern Displayer for Scarfs, Neckwear, Blouses and Lingerie. Beautifully shaded and tinted in natural tones.
No. MH-171—Shoulderette only. Each..... $7.50
No. MP-375—White Dresden Finish Pedestal. Each.... $1.95



Wall Hat Display Strip

Good Looking Inexpensive Sales Producing Easy to Install

No. WR-71

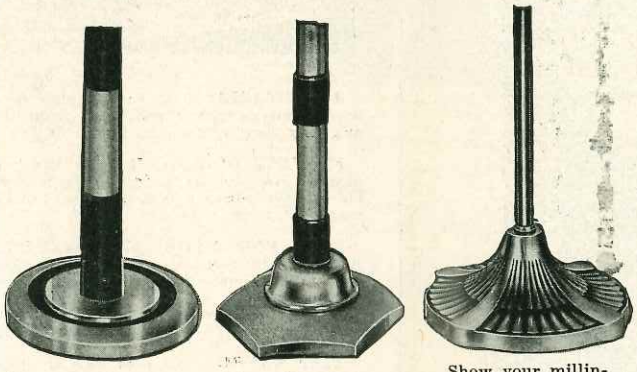
Thousands in use—the country over. Adopted by large chain organizations as standard equipment for all stores. Attached to Walls, Posts or Shelving Pilasters. 72-inch height. Has six display arms with regulation hat tops. Attractive Silver Bronze finish.

Per Dozen
$15.75

In less than dozen lots. Each $1.35

Can easily be lacquered any color to match your fixtures.

HEAD SUPPORTS



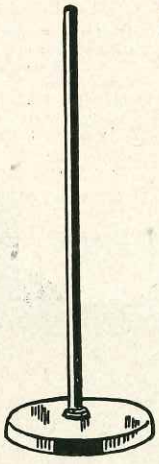
Wood Supports

No. WS-108—Wood Support. Silver and Black. Heights: 24-in., 30-in., 36-in. Each ..... 75¢

No. WS-708—Wood Support. Silver and Black Wood with Chrome Trim. Heights: 24-in., 30-in., 36-in. Each.. $1.25

Show your millinery heads on these attractive metal supports. 6-in. base.

Silvertone Finish
Choice of 24-inch, 30-inch or 36-inch heights.
Style No. MS-2295
Each
$1.15



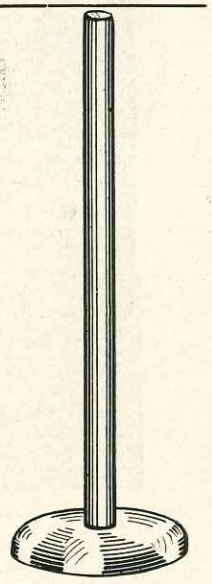
Chrome Head Supports

Millinery heads on metal supports add character to your window displays. These are excellent values.

Three heights available at one price. Genuine Chrome Finish. 7-in. base, ½-in. uprights.

No.
MS-35-295-A—24-in. height.
MS-35-295-B—30-in. height.
MS-35-295-C—36-in. height.

Each
$1.95



Low Cost
Head Support

No. WS-73-W

Attractive, all-wood head support. Heavy 7-inch round base, 1-inch, solid wood upright. Rich White Enamel finish. Choice of 24, 30 or 36-in. heights.

Each 65¢

CARD HOLDER

No. K-201—As illustrated. Double wire coil card holder. Very useful for displaying price tickets. Packed 1 gross to box. Per gross.... 30¢

CLASP

No. K-137 — Clasp without teeth at bottom. Card holder and pin at top. 1 gross in box. Gross.... $1.50

No. MH-97

No. MH-93

No. MH-87

No. MH-92

No. MH-86

No. MH-94

No. MH-95

THE NEW OUTSTANDING MILLINERY DISPLAY HEADS

IN A NU DU TONE FINISH

No. MH-96

Nu DuTone Heads
Hair Shades: Blonde, Brunette, Henna and Platinum
Head Sizes 21½ to 22½ inches

Be the first in your city to display your millinery on these very latest DuTone Millinery Heads.

Modern yet life-like. Ultra smart in design and technique, at a price that will fill the needs of the most discriminating buyer. Made of **Duro-Wood Composition,** far superior to plaster, papier mache or any others on the market.

DISPLAY HEAD STANDS

No. MH-80-D—Wood. DuTone finish. Come in three heights: 24-inch, 30-inch and 36-inch. Each..... **$1.75**
6 for..... **$9.75**

$1.75 EACH

6 for $9.75

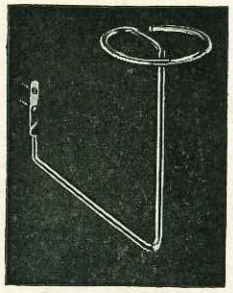
Made of sturdy Duro-Wood composition, practically indestructible with the Nu Du Tone lacquer finish.

No. MH-81

No. MH-83

No. MH-85

No. MH-88



Millinery Display Wall Bracket

No. MR-327—This utility millinery bracket can be mounted on wall, post or shelving. Made of heavy 3/16-inch rod, finished in **Copper** or **Silvertone,** furnished with screws.

Per Dozen
$1.30

A Junior DISPLAY HEAD of Distinction

Displays Millinery, Scarfs, Dresses, Coats

Made of Duro-Wood Composition. Artistically finished in fast colors and accurately proportioned.

JUNIOR DISPLAY HEAD

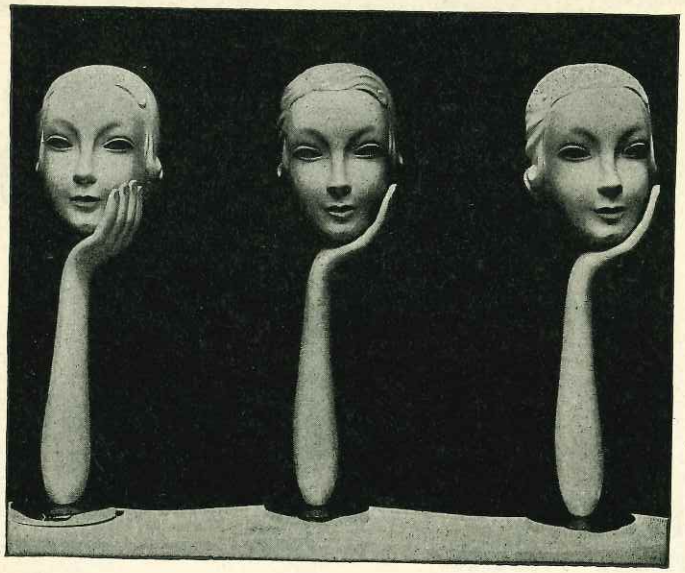
No. MH-15—Hair Shades—Blonde, Henna. Originated and modeled by one of America's leading Sculptors, with a new and more glamorous appeal. The use of this much-needed Display Head will answer a four-fold purpose and increase the effectiveness of your Window. **$24.00**
Per dozen.....
Each..... **$2.10**

Wood Pulp Baby Heads

MH-9
Baby Head No. MH-9 — Natural flesh finish, painted eyes. Each.. **55¢**
6 for..... **$3.00**

MH-7
Baby Head No. MH-7 — Natural flesh finish, painted eyes. Each.. **55¢**
6 for..... **$3.00**

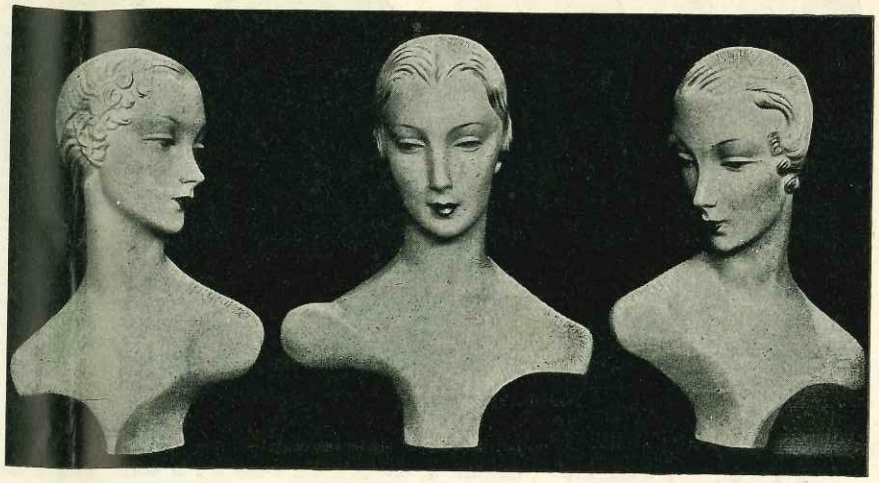
MH-20
Baby Head No. MH-20 — Natural flesh finish, painted eyes. Each.. **95¢**
6 for..... **$5.25**



MILLINETTES

No. MH-28—A new innovation for displaying Millinery, with Satin Chrome Base. Adaptable to the display of Scarfs and Costume Jewelry. Shaded and tinted in natural tones. Each..... **$7.50**
No. MH-28—Set of three..... **$21.95**

THREE BEAUTIFUL SHOULDERETTES!



No. MH-187 No. MH-188 No. MH-189

A smart display combination as a group or individual displayers. For blouses, sweaters, lingerie, scarfs, millinery and costume jewelry. Hair Platinum Blonde. Features natural colors. Price, each..... **$2.50**
Per set of 3..... **$6.50**

MH-68-N MH-61-N MH-73-N MH-71-N

ATTRACTIVE DURO WOOD PULP

MILLINERY DISPLAY HEADS

MH-65-N

Natural Flesh Finish

Painted eyes. 10 characters, assorted head sizes. Hair shades: Brunette, Tosca Brown or Blonde.

$1.25 EACH

6 for $6.75

They are far superior to plaster or papier mache heads and more durable and more practical.

Glass Eye Millinery Heads with Permanent Human Hair Lashes

Made of
DURO WOOD PULP

7 different characters, assorted head sizes. Hair shades: Platinum white, brunette, golden blonde, Tosca brown, gold or silver.

$2.50 EACH

THE NEW CHECKERBAK MIRRORS

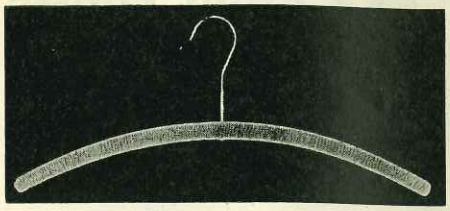
with satin striped backs have created a sensation. These new creations fill a long felt want. By their beauty, grace, smartness, utility, superior quality and workmanship, they have outmoded the more conventional models.

FOR MILLINERY SHOPS, BEAUTY PARLORS, ETC.

No. CM-O—Satin striped Chrome Checkerbak design. Round. 7¾ in. in diameter. Each..... **$1.85**

No. CM-5—Satin striped Chrome Checkerbak design. Oval. 9½x7½ in. Each..... **$2.75**

GARMENT HANGERS . . .



Dress Hangers

No. GH-522 — A practical, light-weight hanger. Sawed **flat-top,** 5/16 in. in thickness, 16 in. long. Waxed finish. Inexpensive and popular. Made to sell at a low price. Per 100 ..... **$1.65**
Shipping weight 12 lbs. Packed 100 to carton.
Per 1000 ..... **$16.00**

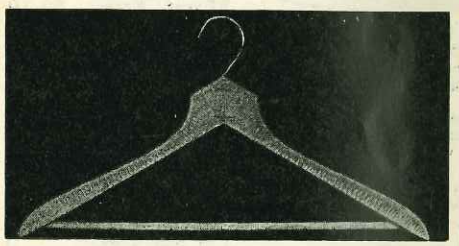
No. GH-511—A very inexpensive standard shirt-waist and dress hanger, 5/16 in. in thickness, 16 in. long. The rounded top is hand-sanded and waxed and the whole hanger well finished. Per 100 ..... **$2.35**
Shipping weight 11 lbs. Packed 100 to carton.
Per 1000 ..... **$22.00**

Dress Hanger with Rubber Tips

No. GH-511-RT—The rubber-headed tips of this hanger will keep skirt loops and shoulders of garments in position. Similar to our No. GH-511. Per 100 ..... **$3.75**
Shipping weight 12 lbs. Packed 100 to carton.

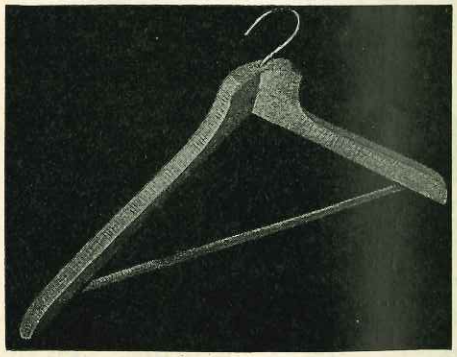
Enameled Hanger with Rubber Tips

No. GH-511-ERT—An enameled, rounded top hanger, with rubber-headed tips. Choice of white, pink or blue enamel. Per 100 ..... **$5.75**
Shipping weight 12 lbs. Packed 100 to carton.



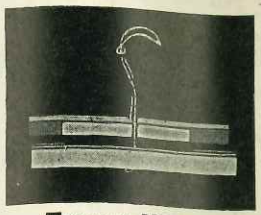
Men's Suit Hanger

No. GH-54-B—A very popular wax finished, round-top hanger with strong corrugated fastener joint. This first quality hanger is very inexpensive. Per 100 ..... **$4.75**
Shipping weight 32 lbs. Packed 100 to carton.



Men's Concave Suit Hanger

No. GH-1—A very high grade, genuine hardwood hanger, with concave shoulders that preserve the molded effect of the coat and hold the collar in perfect condition. The lock joint makes this extremely strong. Per 100 ..... **$12.50**
Shipping weight 44 lbs. Packed 100 to carton.

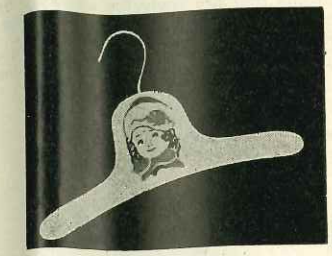


Trouser Hanger

No. GH-570-8-in.—A trouser hanger with tinned hook and locking wire which is easy to use. Felt padded so hanger cannot injure garments. Flint finish. Per 100 ..... **$4.75**
Shipping weight 19 lbs. Packed 100 to carton.

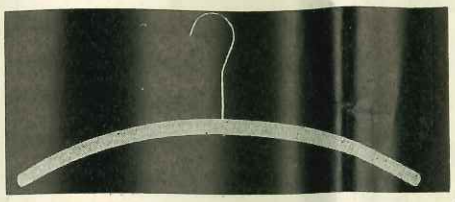
Skirt Hanger

No. GH-570-12-in.—The same as GH-570-8-in. but in longer length for skirts. Per 100 ..... **$5.00**
Shipping weight 19 lbs. Packed 100 to carton.



Baby Picture Hangers

No. GH-5—The standard hanger for baby's clothes. Size 12 in. Finished in pink, blue or white enamel. Per 100 ..... **$8.50**
Shipping weight 20 lbs. Packed 100 to carton.



LADIES' ROUND COAT HANGER

No. GH-5707—The ⅝-in. dowel of this standard round hanger is steamed and bent. A smooth, strong hanger, extra hand-sanded, with shellac finish which will not come off on the garment. Per 100 ..... **$2.75**
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... **$26.00**

FUR COLLAR ROUND COAT HANGER

No. GH-5707-Long—This hanger is the same as our GH-5707 but with long hook for fur-collared garments. Per 100 ..... **$2.90**
Shipping weight 20 lbs. Packed 100 to carton.
Per 1000 ..... **$27.00**

TRI-TIX — THE PERFECT ADHESIVE FOR DISPLAY WORK — It Sticks

It sticks on glass, wet or dry, paper, fabric, corrugated paper, cardboard, unfinished wood, wallboard, metal, cloth, painted surfaces, walls, floors, ceilings and furniture. Permanently flexible and **waterproof** and will not harden in the jar. No brush is needed to apply **Tri-Tix**—can be applied with the fingers—rubs from the fingers or hands.

The important point in the bonding of all materials is the application of an even coat of **Tri-Tix** adhesive that will **penetrate** into the fiber of the material. When an even coat of **Tri-Tix** is thus applied, with a sufficient quantity of adhesive left on the surface for surface adhesion, there will be no question as to the success of the operation.

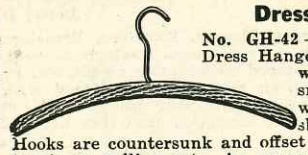
Tri-Tix has many other uses. It will repair scuffed shoes, leather, handbags, awnings, tents, window shades, flags, pennants, baseballs, footballs, athletic clothing, sweaters, work clothes, gloves, auto tops, books, etc.

Tri-Tix is non-wrinkling, flexible and permanent. There is no stickiness or mess. The surplus can be rubbed off material without marring or discoloring.

No.	
TT-201—2 oz.	$0.25
TT-202—5 oz.	.50
TT-203—8 oz. (half pints)	.75
TT-204—Pints	1.25
TT-205—Quarts	2.00
TT-206—Gallons, in metal pails	7.00

GARMENT HANGERS

Dress Hanger

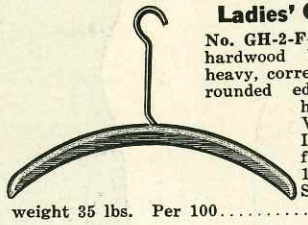


No. GH-42 — A high grade Dress Hanger. Made of **hard wood finished** smooth **all the** way down to the shoulder points. Hooks are countersunk and offset to prevent pushing in or pulling out. An unusual value at, per 100 ..... **$2.45**
Shipping weight 15 lbs. Packed 100 to carton.

Children's Garment Hanger

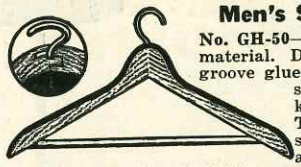
No. GH-42-12—This is the same hanger as above, made in 12-inch size for children's garments. Per 100 ..... **$2.45**
Shipping weight 12 lbs. Packed 100 to carton.

Ladies' Coat Hanger



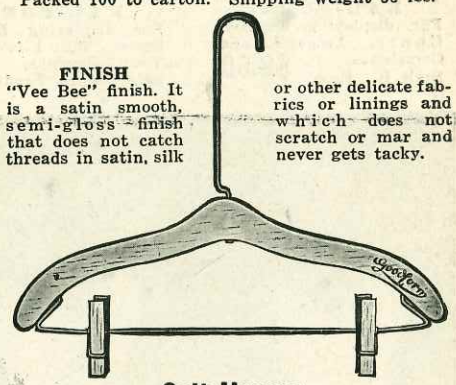
No. GH-2-F—A well finished hardwood hanger, **extra** heavy, correctly shaped, with rounded edges and heavy hook 7 in. long. Vee Bee finish. Ideal for fur or fur collared coats. 100 to the carton. Shipping weight 35 lbs. Per 100 ..... **$6.25**

Men's Suit Hanger



No. GH-50—Made of selected material. Double tongue and groove glued head joint (the strongest method known to art). Trouser bar is inserted and nailed at **each** end. Smooth natural buff finish. Per 100 ..... **$5.75**
Packed 100 to carton. Shipping weight 33 lbs.

FINISH
"Vee Bee" finish. It is a satin smooth, semi-gloss finish that does not catch threads in satin, silk or other delicate fabrics or linings and which does not scratch or mar and never gets tacky.



Suit Hanger

No. GH-333-F/S.H.—A shoulder shaped suit hanger with adjustable clips to hold skirt without folding or wrinkling. Made of selected hardwood—Vee Bee finish. 17-inch. Packed 100 to the carton. Shipping weight 41 lbs. per carton. Per 100 ..... **$17.50**
Broken carton 10% extra.

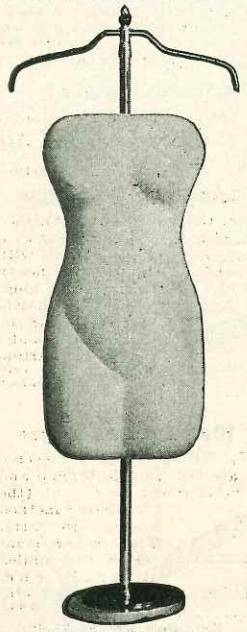
Ladies' Skirt Hanger

No. GH-11 Skirt Hanger—The last word for the perfect hanging of the latest modes in skirts. Designed scientifically to hang the skirt without sagging or wrinkling. The clips are adjusted to a 22-inch band and will take care of all other sizes from there on. Made of selected hardwood—Vee Bee finish. 17-inch. Packed 100 to the carton. Shipping weight 31 lbs. Per 100 ..... **$12.50**
Broken carton 10% extra.

KAL-FORMS

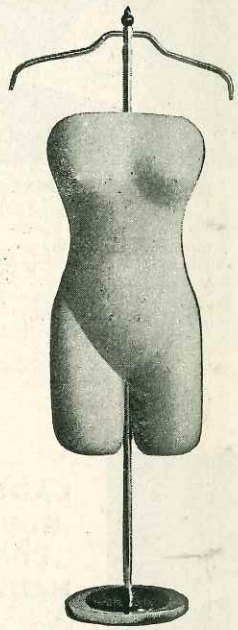
Better Displays at Lower Costs

For Dresses, Coats, Blouses, Sweaters, Brassieres, Lingerie, Corselettes. Attach Kal-Forms to your stands. See the difference in your displays. Attach to your stand and they are ready for immediate use. This new display attachment is designed on scientific mechanical principles to withstand the maximum usage. It is rigidly constructed of a woven material and covered with beige jersey. Permanently sealed to a durable steel frame, with a steel cross channel plate welded to it, clamping firmly with thumb screws to the T stand upright. Order yours today—and be convinced that they are a distinct contribution to better merchandising.

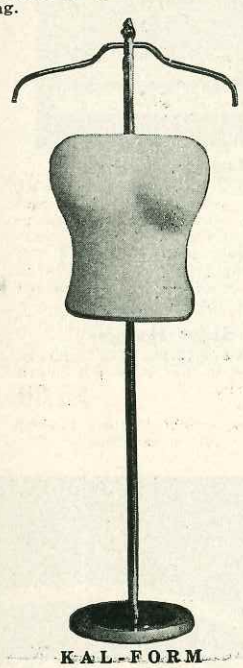


KAL-FORM
For displaying **Dresses, Coats, Lingerie and Corselettes.**
Style B. Each.. **$2.50**

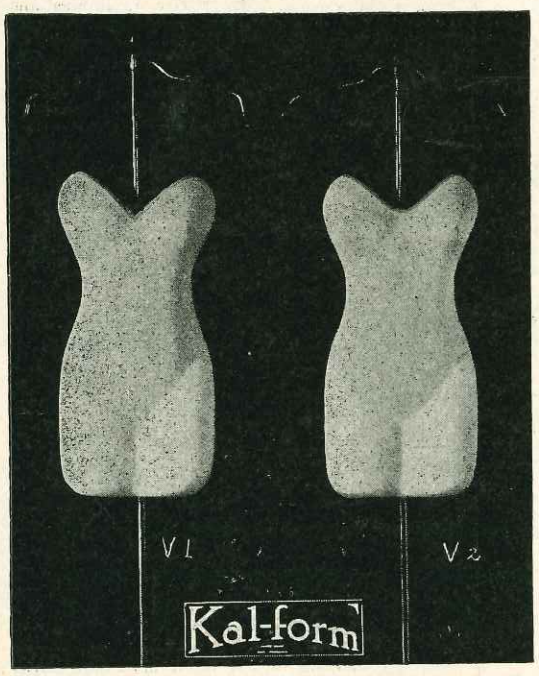
KAL-FORM
For displaying **Bathing Suits.** Put Life Into Your Displays. More Sales—More Profits.



Made with Resilient Crotch enabling suit to be draped completely over Form.
Style C. Each.. **$2.75**

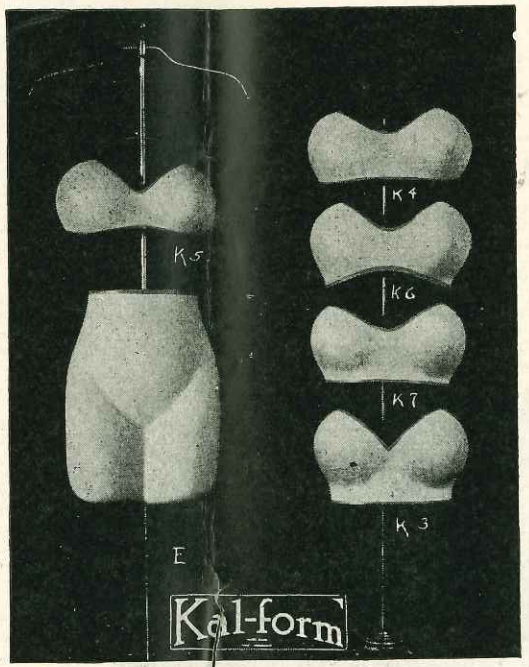


KAL-FORM
For displaying **Blouses, Sweaters, Brassieres.**
Style D. Each **$1.75**



Style V-1 — For displaying **Women's Suits.** Each **$2.75**

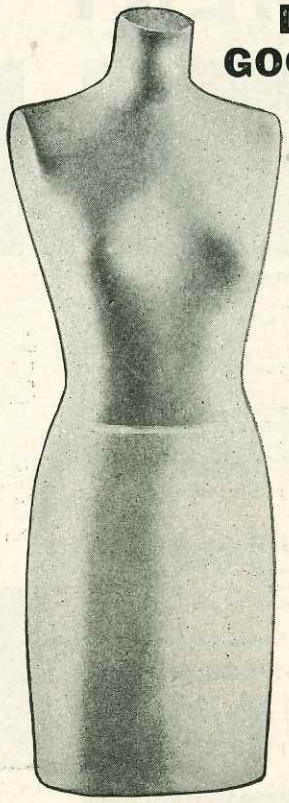
Style V-2 — For displaying **Women's Suits.** Each **$2.75**



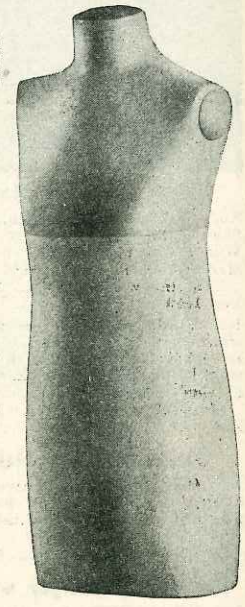
KAL-FORM
For displaying **Girdles.** Makes your inexpensive models look much higher priced.
Style E. Each... **$2.25**

KAL-FORM
For displaying **Brassieres.** Custom-made to fit various types. Clips onto any T-stand (any number) **80¢**
Style K. Each.....
Per dozen..... **$8.00**

GOOD FORM IN DISPLAY DEMANDS GOOD FORMS



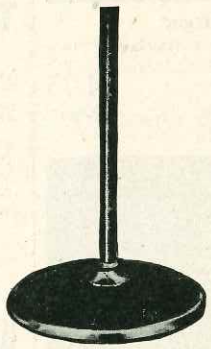
COSTUME FORM
No. FM-380—Correctly proportioned and sized for displaying the newest styles in ladies' apparel. Made of durable papier mache. Uplift bust. Washable enamel finish with jersey lower section. ⅞-in. flange. Sizes 12, 14, 16, 18 and 36. Each..... **$8.00**



GIRLS' FORM
No. FM-8—Washable flesh enamel bust, white jersey skirt. ⅝-in. flange.

2 year.	Each....	**$5.10**
4 year.	Each....	**5.45**
6 year.	Each....	**5.80**
8 year.	Each....	**6.25**
10 year.	Each....	**6.60**
12 year.	Each....	**7.00**

Any of these Forms on this page may be had F. O. B. St. Louis or New York.



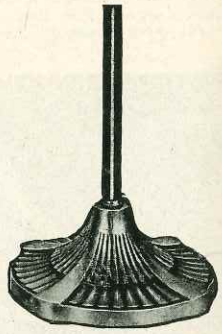
COSTUME AND COAT FORM STANDS

No. MS-1664—Costume Form Stand, 9-in. base, ⅞x36-in. standard. Each **$2.60**

No. MS-1665—Girls' Form Stand, 8-in. base, ⅝x30-in. standard. Each **$1.55**

No. MS-1663 — Coat Form Stand, 8-in. base, ⅝x30-in. standard. Each **$1.55**

Above in brushed **Silvertone** Finish.



COAT AND SHIRT FORM STANDS

No. MS-2665—Girls' Form Stand, 8-in. base, ⅝x30-in. standard. Each **$2.10**

No. MS-2659—Shirt Form Stand, 7-in. base, ½x24-in. standard. Each **$1.60**

Above in brushed **Silvertone** and Black Finish.

DISPLAY MANNEQUINS . . . 5 Styles • 5 Prices

All F. O. B. New York City

FULL ROUNDED

3 FOR $100.00

- ★ Full Size, Full Rounded Figures
- ★ Perfectly Proportioned
- ★ Each Figure Self-Standing
- ★ Two-Piece Bodies
- ★ Detachable, 1-Piece Arms
- ★ Smart Shoes Molded on
- ★ Smart Sophisticated Faces
- ★ Beautifully Modeled and Colored
- ★ Lustrous Eyes, Real Lashes

Choice Blonde, Brunette or Titian

Single Figures Each

$35.00

FULL HEAD AND ARMS

FLAT CLOSED BACK

Mannequin-like figures in high relief—at popular prices.

Manufactured in highest grade manner — of durable composition and extremely high relief—gives the appearance of a full rounded mannequin.

Mannequin type arms—full rounded and removable — metal fitments.

Entire back is closed and smoothly finished.

Complete figure is finished in velvety flesh enamel—moulded hair in blonde, brunette or titian.

¾ HEAD AND FULL ROUND ARMS

FLAT CLOSED BACK

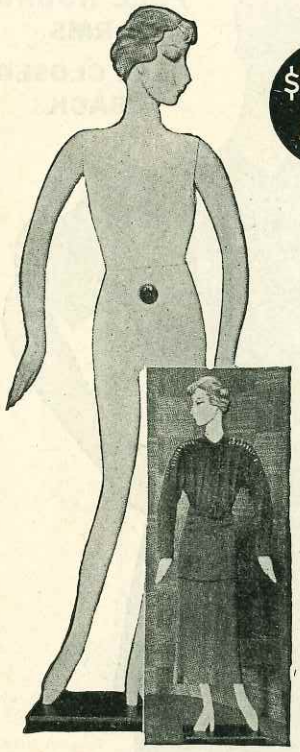
FULL HEAD
FULL ROUNDED BODY
SPLIT LEGS

3 for $100.00

Full Head, Flat Closed Back, Split Legs. Each - - - - -	$27.50
Full Head, Flat Closed Back, Closed Legs. Each - - - -	$24.50
¾ Head, Flat Closed Back, Split Legs. Each - - - - -	$21.50
¾ Head, Flat Closed Back, Closed Legs. Each - - - -	$18.50

IT'S SMART ECONOMY TO USE WOODIKINS

Woodikin is the registered trade-mark of the original patented wood sculptured mannequin. Be sure it bears the mark "Woodikins" as none are genuine without it.
It is your guarantee that the product was created to enhance your merchandise. Gracefully proportioned, carved of **solid hard wood** beautifully finished in flesh enamel with assorted color hair.



$7.50 EACH

No. SW-1800—An attention compelling Woodikin. Finished flesh color with choice of hair shades blonde, brunette or auburn. Comes in rights and lefts. Carved hands.... **$7.50**

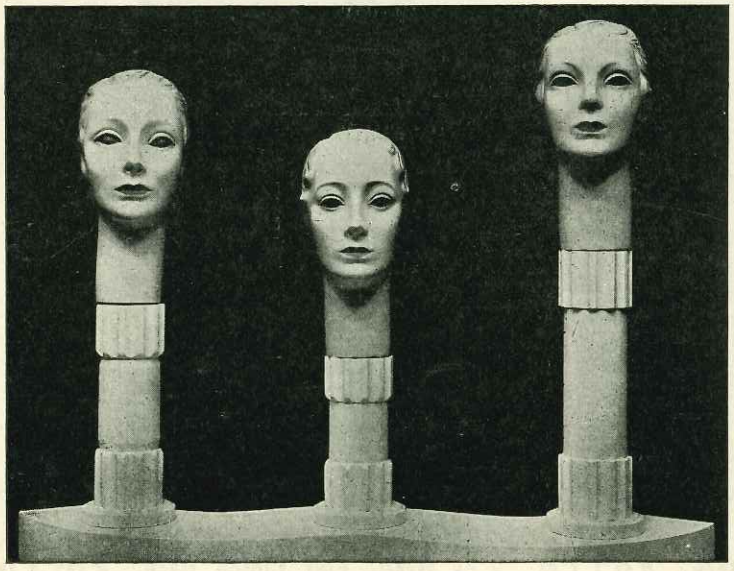
$7.50 EACH

No. SW-2900—For enhancing the popular priced garment this demure Woodikin will do the job very well. Beautifully carved features artistically hand painted. Blonde, brunette or auburn hair..... **$7.50**

No. SW-1200—Popular Woodikin to make your dresses, coats and suits appear more charming than ever . . . enhance their individuality and multiply their style appeal. Comes in rights and lefts..... **$7.50**

$8.50 EACH

No. SW-2800—Three excellent Woodikins for showing popular priced garments. Enhance your merchandise and make it appear higher priced. Flesh enameled, with hair in blonde, brunette and titian colors. Each..... **$8.50**
Special price for set of 3..... **$25.00**



MH-114 MH-115 MH-116

CHIC FEMININE HEADS

Choice of Chalk White Finish or Natural Flesh Finish with shaded features and hair. Specify finish desired. Each..... **$1.95**
No. MH-400—Bases 9, 12 or 15 in. high. Each..... **$1.75**

New MILLINERY Heads

MH-117 MH-118 MH-119

SMART MILLINERY HEADS

Choice of Natural Flesh or Chalk White Finish with shaded features and hair. Specify finish desired. Each..... **$1.95**
No. MH-400—Bases in 9, 12 or 15 in. high. Each..... **$1.75**

Attract Attention!

Increase Sales

These Modern, New

WOODIKINS

are winning greater favor as the ideal medium for displaying women's and children's garments. They make your dresses, coats and suits appear more charming than ever . . . enhance their individuality and multiply their style appeal. Be sure you are buying a genuine WOODIKIN. WOODIKIN is a registered trade-mark and none are genuine unless they bear this mark stamped on back.

No. SW-2400/B—With breasts as on SW-1310/J. Carved hands. Each..... **$8.50**

No. SW-2400—Flat (no breasts). With carved hands. Each..... **$7.50**

No. SW-1310/J—With breasts. Carved hands. Each..... **$9.00**

No. SW-2300—With breasts as on SW-1310/J. Carved hands. Each..... **$9.00**

No. SW-2400/B — With Breasts. Each....$8.50

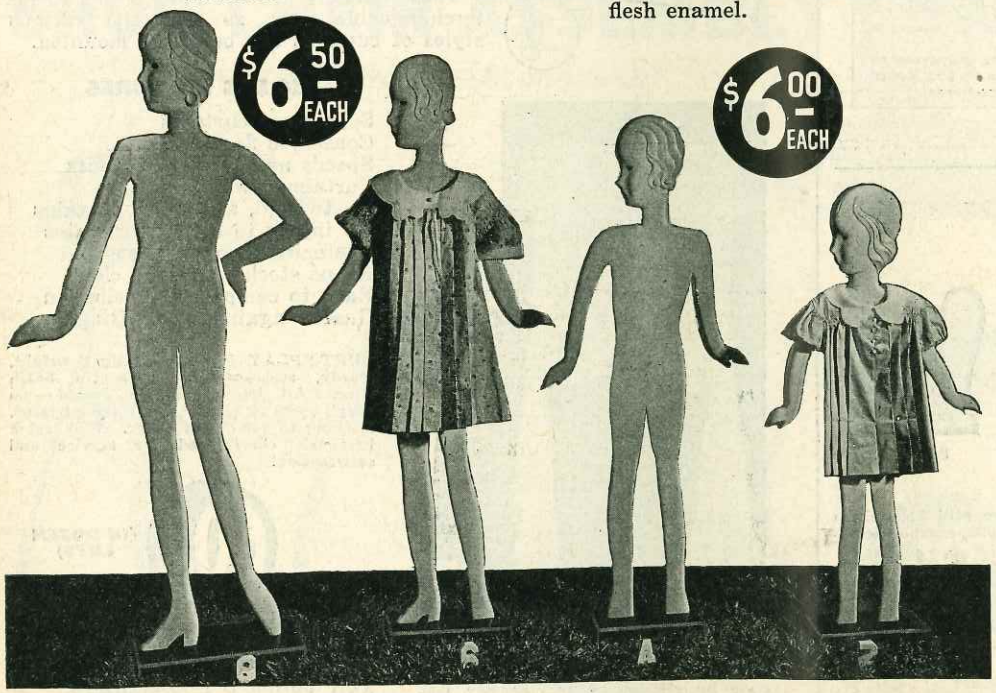
No. SW-2400 — Flat (No Breasts). Each...$7.50

SW-1310/J—Each $9.00

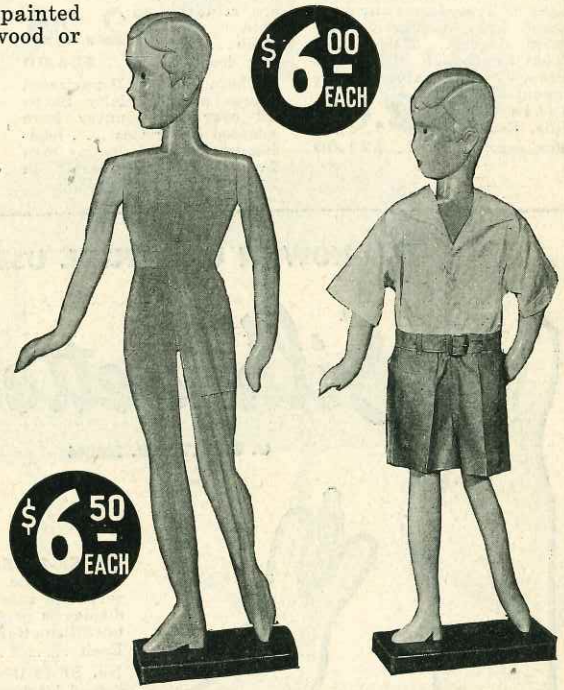
SW-2300—Each $9.00

USE KIDDIKINS FOR EFFECTIVE DISPLAYS

They are beautiful for they are hand-carved, modeled correctly to size, hand-painted features. Made of solid hard wood. Finished in the natural color of the wood or flesh enamel.



No. SW-86/G for Girls' Apparel is available in the following sizes:
14 year.....**$7.50** 10 and 12 year.....**$7.00** 6 and 8 year.....**$6.50** 2 and 4 year.....**$6.00**



No. SW-86/B—Kiddikins for boys' wear. Made along the same fine lines as his sister. The same fine hand-carving and finish.
6 and 8 year.....**$6.50** 2 and 4 year.....**$6.00**

Boost Sales by Draping Your Merchandise on These Life Like

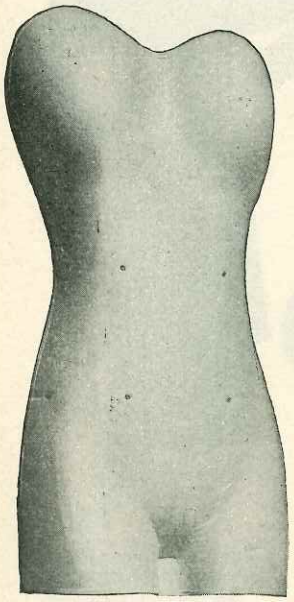
Figurettes

PATENT PENDING

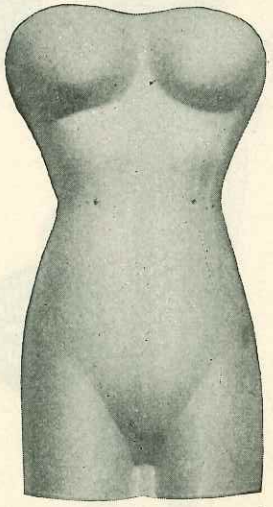
ADJUSTABLE MOLDED FORMS

The new invention that displays apparel as effectively as window forms at a fraction of their cost.

- Dressed in a jiffy.
- Does away with pinning.
- Instantly attached to your present stands.
- Durable . . . made of sturdy material reinforced with metal braces.
- Uses no more window space than stand alone.
- Inexpensive.

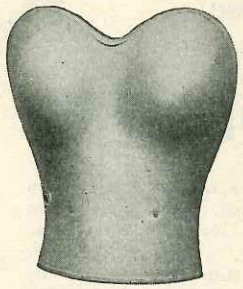


No. SF-4 — Figurette. The greatest display accessory ever created. Standard woman's form, for dresses, coats, suits, etc. Flesh color mercerized sateen. Transforms any dress stand into an effective garment display. Makes them look as though they were draped over a natural figure mould of realistic body line. Each... **$2.00**
Per dozen.....**$21.00**

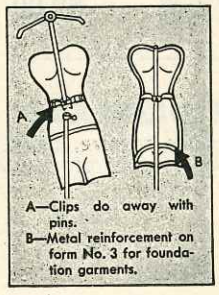


No. SF-3 — Figurette. A rigidly constructed form, reinforced with metal braces to prevent curling under. Shaped on perfect body lines for displaying bathing suits and foundation garments. Flesh mercerized sateen. Equipped with metal fittings —so you easily attach it to any metal stand. The results are remarkable. **$2.25**
Each.....
Per dozen.....**$24.00**

Chain Stores, Department Stores and Specialty Shops all over the country have adopted Figurettes . . . leading professional display men find them indispensable in modern window dressing.



No. SF-2—Blouse Figurette. A developed front portion of a blouse form, rigidly constructed and equipped with fittings to attach to any stand. For blouse and suit display. Flesh Color Mercerized Sateen. **$1.50**
Each.....
Per dozen.....**$15.00**

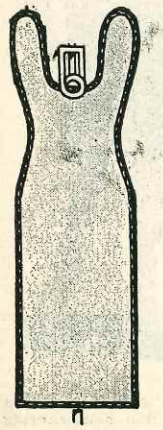


A—Clips do away with pins.
B—Metal reinforcement on form No. 3 for foundation garments.

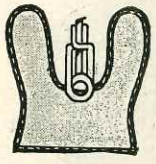
NOW IN UNIVERSAL USE

Silhouettes

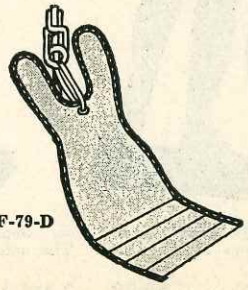
U. S. PAT. NO. 200244



SF-79



SFB-4



SF-79-D

No. SF-79—Silhouettes still hold claim to being the most indispensable accessory ever invented. No display is perfect without Silhouettes. Per doz. **$4.75**
Each .....45¢

No. SF-79-D—Silhouette designed for floor drapes. Dozen.. **$4.75**
Each .....45¢

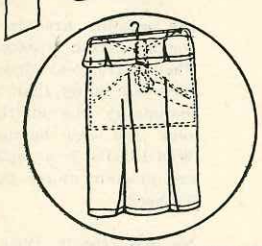
No. SFB-4—Silhouette for blouses. Per dozen..... **$3.75**
Each .....35¢

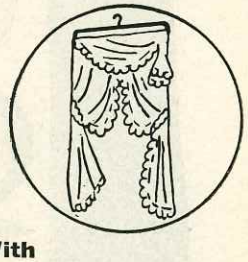
100%

CURTAIN DISPLAY SELLING EFFICIENCY

Curt-Splay

METHOD

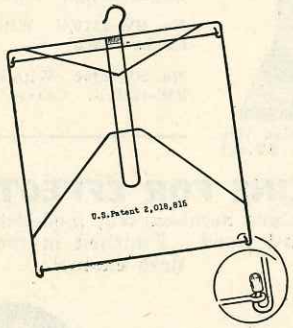




Double Your Curtain Sales With

CURT-SPLAY CURTAIN HANGERS

The most practical and least expensive curtain display you can buy



You can show curtains just as they appear at a window. Salespeople can lift the hangers from the display rack and easily show curtains completely draped in a single movement by holding the hanger handle. They are adaptable to every type of curtain—cottage sets, Priscilla, valance sets, criss-cross, panel, and all the others.

These hangers are equipped with two interchangeable rods, so that the various styles of curtains can be easily mounted.

CURT-SPLAY dramatizes the appearance of Curtains of every type and style by showing your customer just how they will look at the windows of her home.

10 BIG FEATURES

Sells more curtains
Conserves floor space
Speeds up showing of styles
Curtains always in pairs
No twisted, scrambled curtains
No injury to delicate curtains
Customers can select styles
Keeps stock fresh and clean
Easy to compare for selection
Guards against shoplifting.

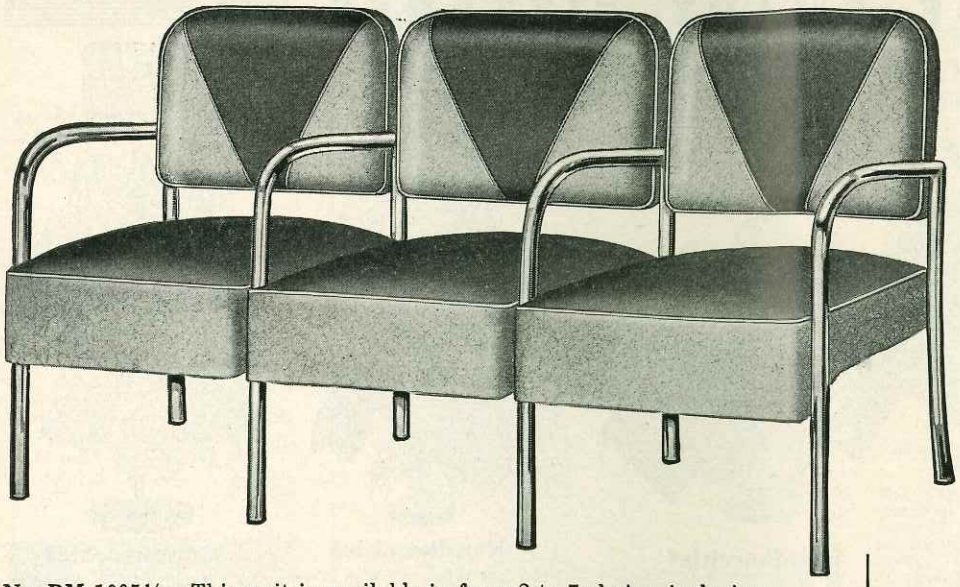
CURT-SPLAY is made of light weight, sturdy, rust-proof Chromin tin finish wire. All joints are spot-welded — no rough spots or parts to tear the curtains. Nothing to get out of order. Will last a lifetime. Guaranteed for service and satisfaction.

60¢ EACH **(IN DOZEN LOTS)**

THINK OF IT! For only **60¢** each—**$7.20** a dozen—you can place this new, convenient, silent salesman in your Curtain Department and SPEED UP SALES AND PROFITS SURPRISINGLY. Packed 1 dozen to carton. 25c packing charge on orders for less than 1 dozen.

GARRISON-WAGNER CO., St. Louis, Mo., U. S. A.

CHROME SHOE CHAIRS



Now Tuf-Tex Covered

This new covering is fully guaranteed for 18 months for restaurant use. Tuf-Tex should wear at least 3 to 4 years under ordinary shoe store use and is used exclusively on our chrome furniture.

$13.95 EACH

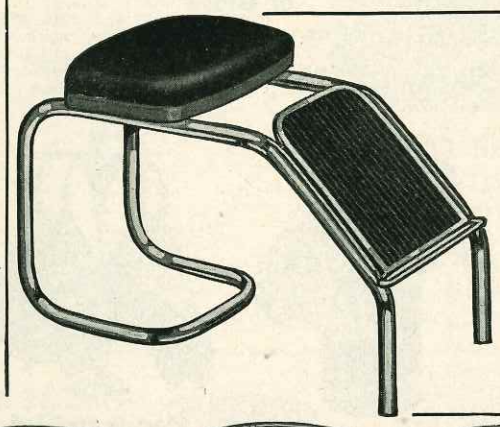
No. RM-1005½—Single Chairs

No. RM-1005½—This unit is available in from 2 to 7 chairs, inclusive, or may be bought as single chairs. Seats are heavily upholstered with Flex-Spring construction. Backs are comfortably padded and may be had with plain or special design, upholstered in any color or color combination. The backs may be upholstered in any of four designs, namely, "V" back as illustrated, "Checkerboard," "3 panel," "5 panel" or plain. In units of 2 or more.

Per chair.....

$12.45 PER CHAIR

All Prices F. O. B. Chicago.



No. MS-350 — Perfectly balanced fitting stool with one-piece tubular chromium steel frame. Rests solidly on the floor and will not tip. Double seat comfortably upholstered with upholstery edges concealed. Heavy corrugated rubber foot pad set in chromium frame is easily replaced. Non-marring polished floor glides. Highly polished rounded heel rail will not mar the most delicate shoe.

$8.50 EACH

SHOE CHAIR ASSEMBLY

Sturdy—Durable—Economical

The No. RM-8½ Shoe Chair Assembly has been newly designed. It incorporates features of durability and construction for which the No. 8 and No. 1005 assemblies are so well known and as an economy unit is low priced to meet the demands of any type of high grade store.

This assembly has a Flex-Spring seat three inches thick and a heavily padded back that is comfortably curved to fit the contour of the body. It is available in sections of three, five and seven chairs, and is delivered set-up and ready for use. Seats measure nineteen inches from center to center.

No. RM-8—Single Chairs

$10.95 EACH

$29.45 3 CHAIR ASSEMBLY

RM-8½—3 Chair Assembly

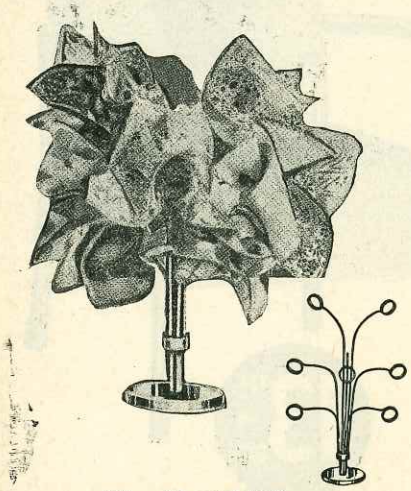
5 Chair Assembly..... **$46.95**
7 Chair Assembly..... **64.45**

All Prices F. O. B. Chicago.

Attractively Display LADIES' ACCESSORIES

WITH THESE SMART FIXTURES

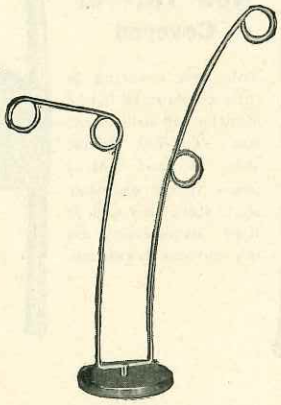
for Counter or Window



Handkerchief

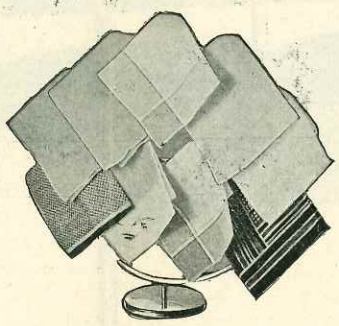
No. MS-1560—Smart Rosette effect. 11" high. 7 arms with tilted loops. No. MS-1560-S—Silvertone Finish. Each $2.20

No. MS-1560-C—Chrome Finish. Each $2.75



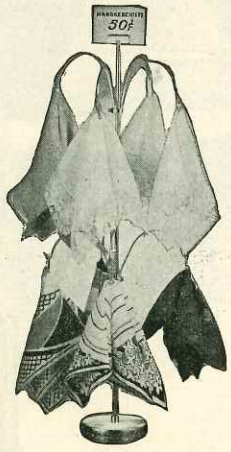
Handkerchief or Glove

No. MS-1018—16" high. Four 1½" loops for displays. Chrome Finish. Each $1.80



Handkerchief

No. MS-2084—Creates a very effective circle display effect. 17½" high. 15" circle. 5" base. Has nine handkerchief clips. Chrome Finish. Each $4.00

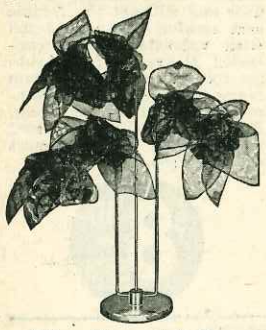


Handkerchief

No. MS-1016—24" high. Two sets four arms each adjustable on standard with handkerchief clips. Chrome Finish. Each $3.85

Handkerchief

No. MS-564—Mass Handkerchief Display. Holds 12 Handkerchiefs, individualizing each one. 3½x5½" "MONITOR" Card Holder. 26½" overall height. Chrome Finish. Each. $5.50



Handkerchief

No. MS-1569 — 15" high. Six 1½" display loops. Chrome Finish. Each $2.60

Handkerchief

No. MS-1562—12" high. Six 1" loops for displays. Chrome Finish. Each $2.45

Handkerchief

No. MS-1015—15" high. Set of four adjustable arms with handkerchief clips. Clip type card holder. Chrome Finish. Each $2.25

Handkerchief

No. MS-1017—15" high. Displays six handkerchiefs. Chrome Finish. Each.. $2.00

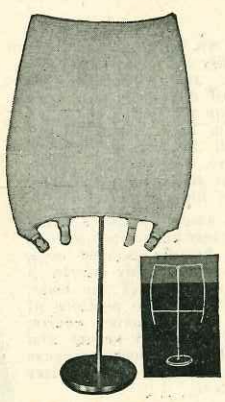
Glove or Handkerchief

No. MS-143—18" high. Three 5½" sliding display arms with display ring at end. A very practical counter and window displayer. Chrome Finish. Each $4.00

Bag Displayer

No. MS-128—For evening or daytime handbags with handles. Gracefully designed. 9", 12", 15" or 18" high to hanging point. Polished Chrome Each $1.75

Lingerie



For Girdles

No. MS35-161 — Display these garments in a true fashion. Specially braced top—24" standard, round base.

No. MS35-161-S — Silvertone Finish. Each $1.95

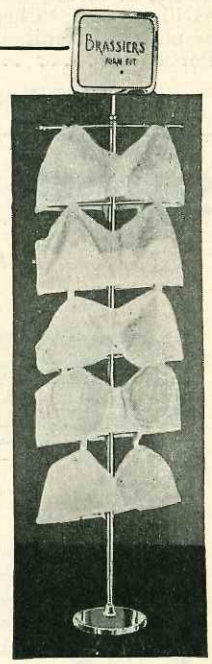
No. MS35-161-C—Chrome Finish. Each $2.40

For Dance Sets

No. MS35-162—Garments held by turned-down felted snaps at end of top. 15/30" extensible stand. Round base.

No. MS35-162-S — Silvertone Finish. Each $1.70

No. MS35-162-C—Chrome Finish. Each $2.00



Brassiere

No. MS35-977-S — A very effective cross-arm unit for mass display. 6 arms, 12" spread. 6" base. 5½x7" card holder. Silvertone. Finish. Each. $3.00

No. MS35-977-C — Chrome Finish. Each... $6.00

America's Most

POPULAR EASELS

All Metal Easel

Width 2"
Height 5"

No. MS-311—Bronze or
No. MS-312—Silvertone.
Per dozen **$1.30**

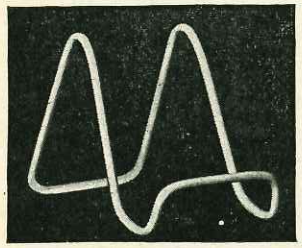
No. MS-313—Chrome
Finish. Per dozen..... **$1.50**

For Party Bags

Same as above except 3½" high.

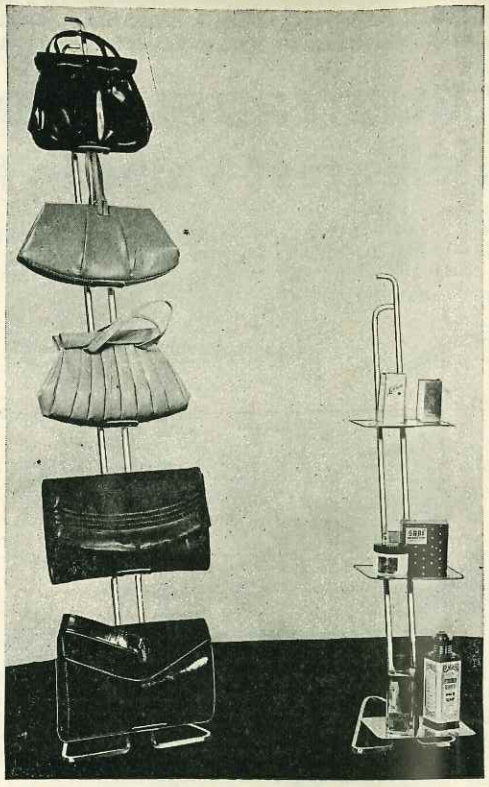
No. MS-68A—Bronze or
Silvertone. Per dozen.. **$1.30**

No. MS-68B—Chrome
Finish. Per dozen..... **$1.50**



Rubber Covered Easel

No. MR-264 — Made of heavy wire. Rubber covered. 4" high. 3½" wide.
Per dozen **$1.45**



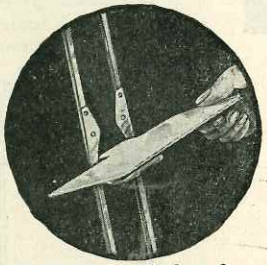
PURSE OR SHELF DISPLAYERS

No. MS-1130—Three-Purse Displayer. 23" high.
Silvertone Finish. Each..... **$1.65**
Chrome Finish. Each **$3.15**

No. MS-1131—Five-Purse Displayer. 31" high.
Silvertone Finish. Each..... **$2.20**
Chrome Finish. Each **$4.65**

Note the Use of Metal Shelves

NEWEST TYPE CONVERTIBLE *Purse and Accessory* FIXTURES



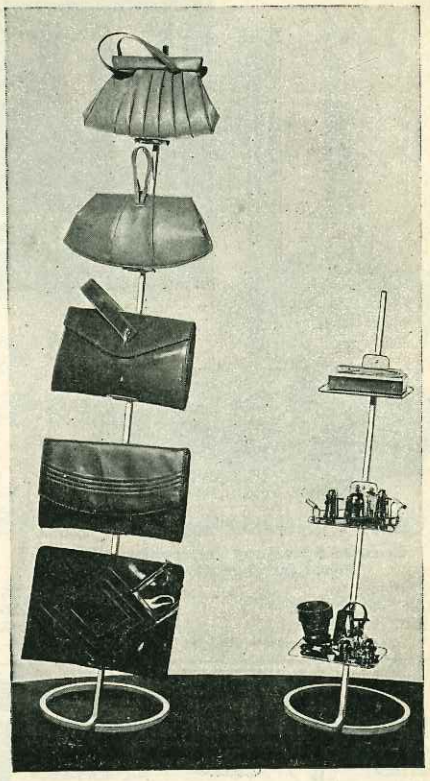
Attach These Shelves for Flat Displays

The purse displayers illustrated at right and left are built to take metal shelves for flat display as illustrated above. These fixtures make an unusually practical, convertible fixture for use with or without shelves.

INTERCHANGEABLE SHELVES

No. MS-1150—4½x6". Metal Shelf.
Silvertone Finish. Each ..... **40¢**
Chrome Finish. Each ..... **60¢**

No. MS-1151—5½x7". Metal Shelf.
Silvertone Finish. Each ..... **45¢**
Chrome Finish. Each ..... **65¢**

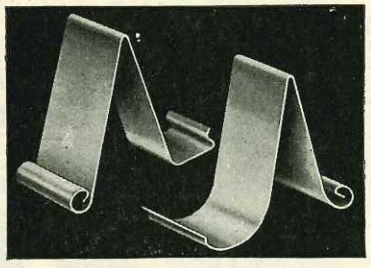


PURSE OR SHELF DISPLAYERS

No. MS-137—Five-Purse Displayer. 37" high. 9" base.
Silvertone Finish. Each..... **$2.00**
Chrome Finish. Each **$4.25**

No. MS-136—Three-Purse Displayer. 23" high. 9" base.
Silvertone Finish. Each..... **$1.50**
Chrome Finish. Each **$3.25**

Note the Use of Metal Shelves



No. MS-6
No. MS-5

No. MS-7

TWO-PURPOSE EASELS

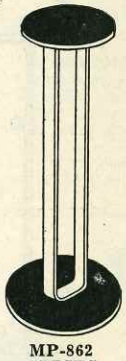
Display Easel and Card Holder for Show Case and Accessory Window Displays

No. MS-6—3" high with ¾" lip on one side to display box and sundry merchandise. Reversed it is a convenient card holder. Chrome Finish. Per dozen..... **$3.00**

No. MS-7—3" high bag easel. Reversed it is a convenient card holder. Chrome Finish. Per dozen **$3.00**

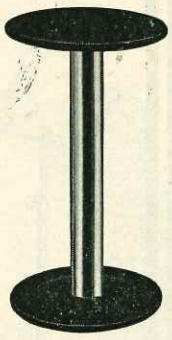
No. MS-5—1½" high. Tiny easel similar to MS-6 for compacts, perfumes, watches, small boxes. Reversed it is a convenient small card or price ticket holder. Chrome Finish. Per dozen **$2.00**

Meta Pedestals *for* Better Window Buildups



MP-862 SERIES

ALL METAL



MP-950 SERIES

No. MP-862-S — 9" height. Silvertone or Bronze Finish (no rubber discs). Per dozen.. **$7.80**

No. MP-862-C—9" height. Chrome and Black Finish (no rubber discs). Per dozen..... **$6.60**

No. MP-863-S—12" height. Silvertone or Bronze Finish (no rubber discs). Per dozen.. **$8.40**

No. MP-863-C—12" height. Chrome and Black Finish (no rubber discs). Per dozen..... **$7.20**

Rich Chrome Tubular Upright Pedestals with top and bottom metal bases Black Enamel, rubber covered.

No. MP-950—9" high. Per dozen..... **$9.90**
No. MP-951—12" high. Per dozen..... **$9.90**
No. MP-952—18" high. Each **$2.60**
No. MP-953—24" high. Each **$3.00**
No. MP-954—30" high. Each **$3.45**

We have issued a special catalog on metal display fixtures which contains a great many more base designs and other specialty items. This is Catalog 135.

We also have another special catalog of the latest offerings of metal display fixtures for every department of 5¢ to $1.00 stores. Write for a copy of either or both if interested.

FOUR PURSE

No. MS-125—A striking new display effect. 22" high. 17" wide. 6" base. Chrome Finish. Each..... **$4.15**

Beautiful ELECTROPLATED SILVERTONE FINISH . . . Greatest Value in Fixture History

$11.75 PER DOZEN IN DOZEN LOTS

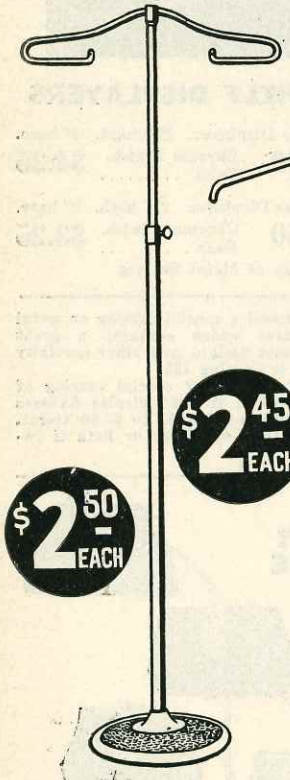
Complete fixtures as shown are available on either base design, assorted if desired, at the dozen price indicated for size of extension. In ordering, specify series number as indicated under illustrations of the two styles of bases, also the fixture top number following base series number.

Base Illustrated Series No. MS-1

Brushed Silvertone Electroplated Finish
Prices for Complete Fixtures

10/20″ and 15/30″ ext.	Doz. lots. Per doz.	**$11.75**
20/40″ ext.	Each	**1.45**
30/60″ ext.	Each	**1.95**

Specify Extension Height When Ordering

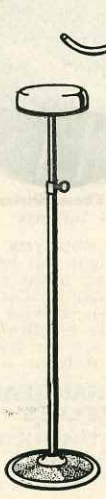


DRESS or COAT
(Below)
No. MS1-636
Each **$2.45**
No. MS2-636
Each **$2.95**
36/72″ ext.

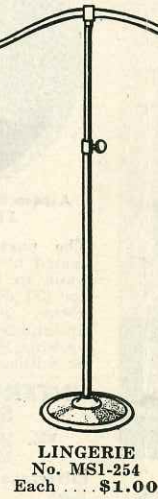
$2.45 EACH

$2.50 EACH

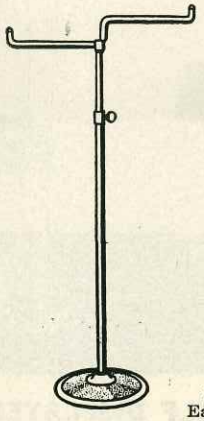
ENSEMBLE
(Above)
No. MS1-257
Each **$2.50**
No. MS2-257
Each **$3.00**
36/72″ ext.



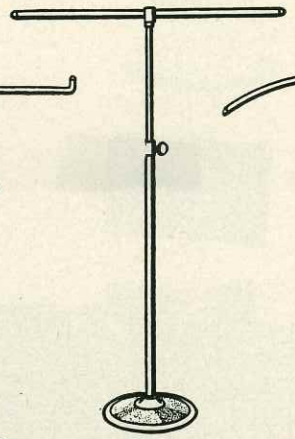
MILLINERY
No. MS1-304
Each **$1.00**
No. MS2-304
Each **$1.15**
10/20″ or 15/30″ ext.



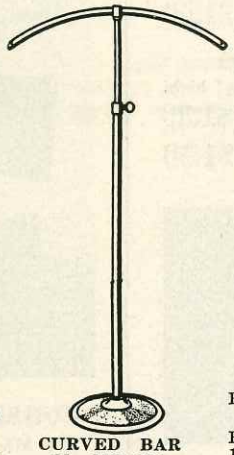
LINGERIE
No. MS1-254
Each **$1.00**
No. MS2-254
Each **$1.15**
10/20″ or 15/30″ ext.



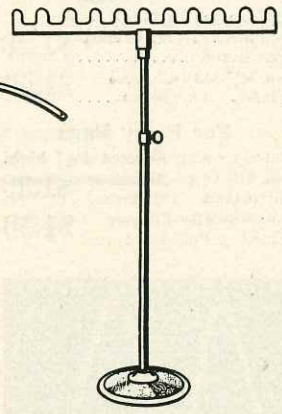
HOSIERY
No. MS1-502B
Each **$1.00**
No. MS2-502B
Each **$1.15**
15/30″ ext. only



TEE
No. MS1-110
Each **$1.00**
No. MS2-110
Each **$1.15**
10/20″ or 15/30″ ext.

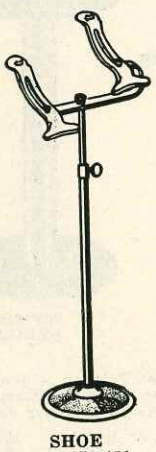


CURVED BAR
No. MS1-220
Each **$1.00**
No. MS2-220
Each **$1.15**
10/20″ or 15/30″ ext.

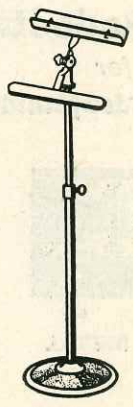


NECKTIE
No. MS1-051
Each **$1.00**
No. MS2-051
Each **$1.15**
15/30″ ext. only

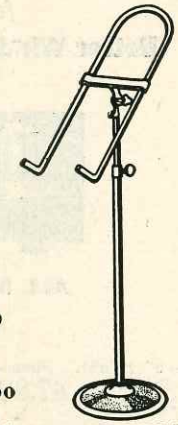
Unless orders are for dozen lots, the individual price will be in effect.



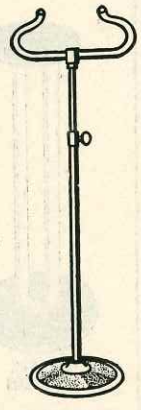
SHOE
No. MS1-471
Each **$1.00**
No. MS2-471
Each **$1.15**
10/20″ or 15/30″ ext.



SHOE
No. MS1-482
Each **$1.00**
No. MS2-482
Each **$1.15**
10/20″ or 15/30″ ext.



SHIRT OR BOX
No. MS1-681
Each **$1.00**
No. MS2-681
Each **$1.15**
10/20″ or 15/30″ ext.



HOSIERY
No. MS1-488
Each **$1.00**
No. MS2-488
Each **$1.15**
15/30″ ext. only

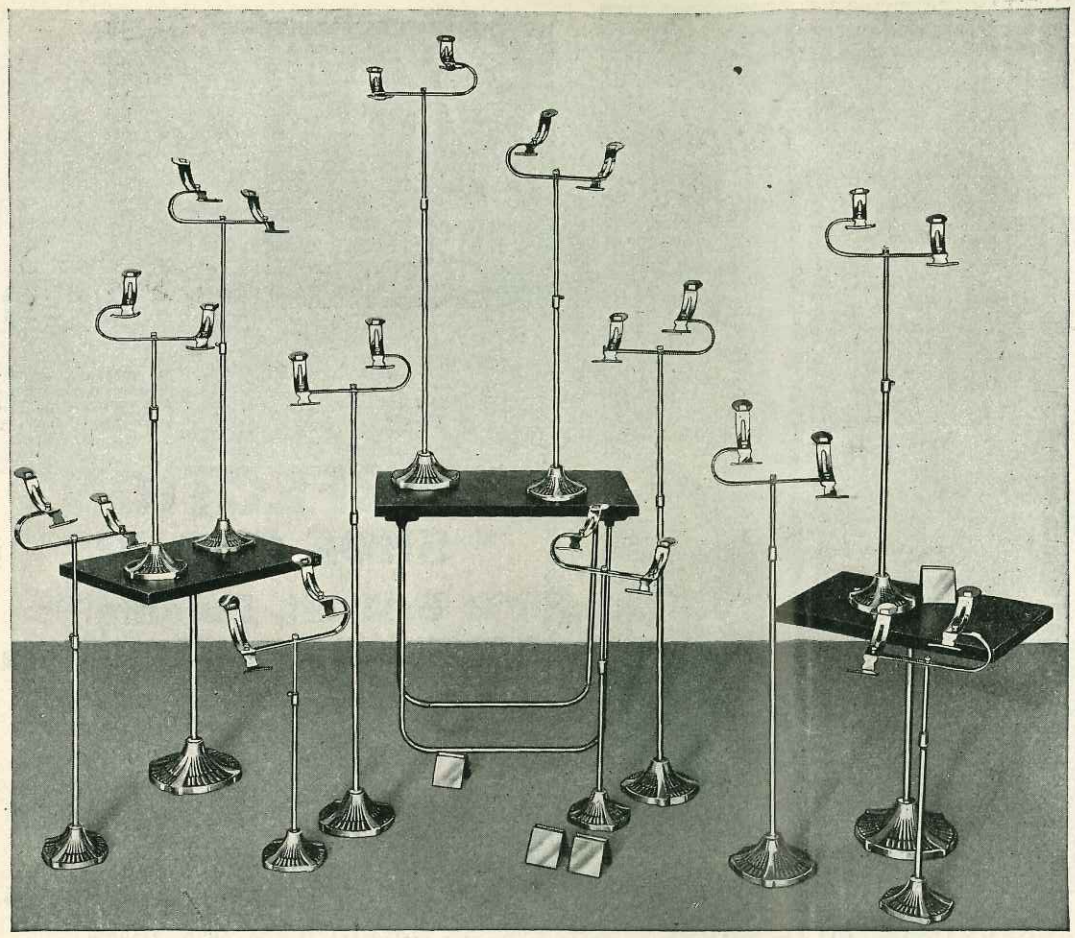
Base Illustrated Series No. MS-2

Silvertone and Black Electroplated Finish
Prices for Complete Fixtures

10/20″ and 15/30″ ext.	Doz. lots. Per doz.	**$13.00**
20/40″ ext.	Each	**1.50**
30/60″ ext.	Each	**2.50**

Specify Extension Height When Ordering

$13.00 PER DOZEN IN DOZEN LOTS



The "G-W SPECIAL" Shoe Display Group
Group illustrated contains 19 individual display units.

$19.50 COMPLETE GROUP

Illustration features enlargement of this beautiful base design.

"G-W SPECIAL" SHOE GROUP

Beautiful Silvertone Finish

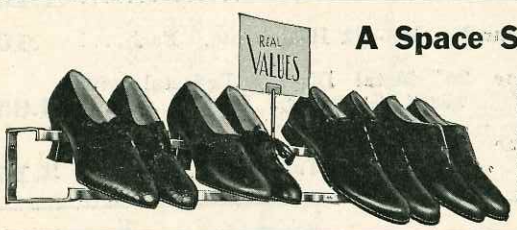
Electroplated

Modernize Your Windows Today for Profits Tomorrow

Fixtures May Be Purchased Individually at Following Prices:

Four	No. MS2-471—9/16" ext. Double Shoe Stands. Each	**$1.15**
Four	No. MS2-471—12/22" ext. Double Shoe Stands. Each	**1.15**
Four	No. MS2-471—18/34" ext. Double Shoe Stands. Each	**1.15**
Four	No. MS-432—Heel Rests. Each	**.10**
One	No. MD-1975-S—Table, 18" high, 10x18" Ebony Wood Top. Each	**2.75**
Two	No. MD2-858—Pedestals, 10x14" Ebony Wood Tops. Each	**1.90**

A Space Saver—Wall Type Metal Shoe Rack



No. MS-2010—33½" long, 3¾" high, made of half inch flat steel. Upright wall strips with three screw holes for mounting. Top bar extends from wall 3¼"; lower bar, 6½". Supplied with clip type ticket holder. Aluminum **Bronze** Finish..... **80¢ EACH**

FITTINGSTOOL

No. MS-1012-A—Distinctively designed and sturdily constructed to insure long life. Made of ⅞" heavy steel tubing. 25" long, 12" wide, 14" high. Upholstered in durable Black or Red Leatherette **Chrome** Finish. Each..... **$10.00**

No. MS-1012-B—With Ebony Wood Seat. **Chrome** Finish. Each..... **$9.40**

FITTING STOOL

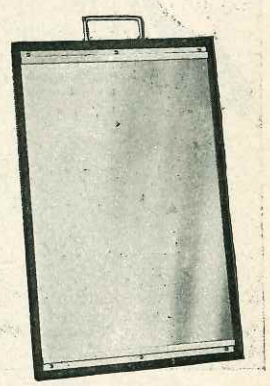
No. MS-1011—Sturdily constructed for hard service. Made of 1¼" flat steel with 9x12" Ebony Wood finished seat. 4x10" rubber covered foot rest with metal heel clip. Brushed **Silvertone** Electroplated Finish..... **$4.95 EACH**

$5.50 EACH

SHOE MIRROR

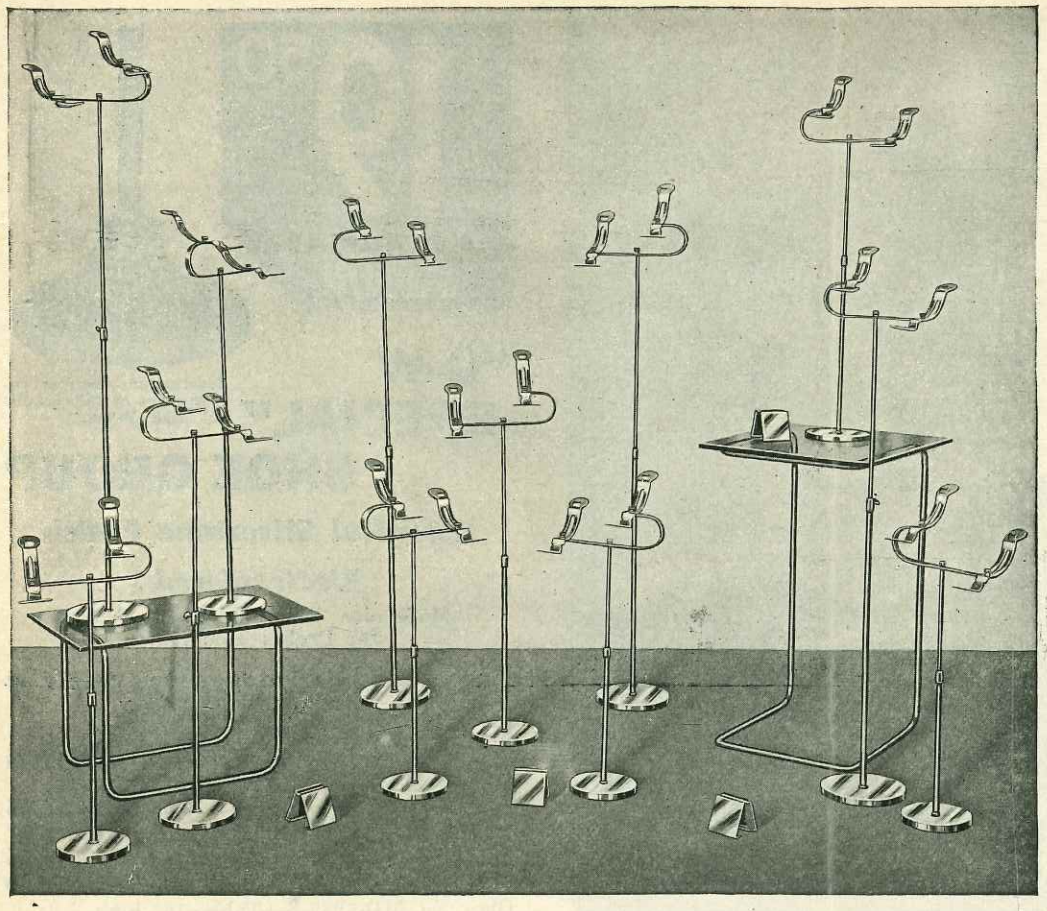
No. CM-1007—The most popular shoe mirror on the market. 18x12" heavy glass mirror encased in heavy channel, rubber insulated. All metal construction. 19" high by 12" wide. **Silvertone.** Each... **$5.50**

Chrome. Each..... **$7.40**



SHOE MIRROR

No. CM-1008—An exceptional value in an ALL-METAL construction mirror. 18x12" select mirror with felt insulation. Durable black finish with **Silvertone** handle and clips supporting mirror..... **$3.95 EACH**



$20.50 COMPLETE GROUP

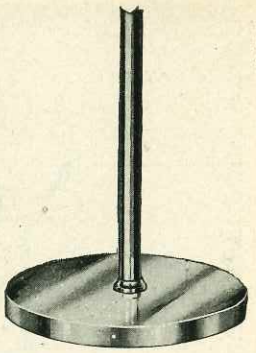


Illustration features enlargement of this beautiful modern design base. Can also be supplied with black disc on base at no extra charge.

THE "PERFECTION" SHOE GROUP

Brilliant, Durable POLISHED NICKEL Finish

An Outstanding Quality Value, Assuring Durability and Effective Merchandise Presentation.

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS42-471 9/16″ ext. Double Shoe Stands. Each..... **$1.15**

Four No. MS42-471 12/22″ ext. Double Shoe Stands. Each..... **1.15**

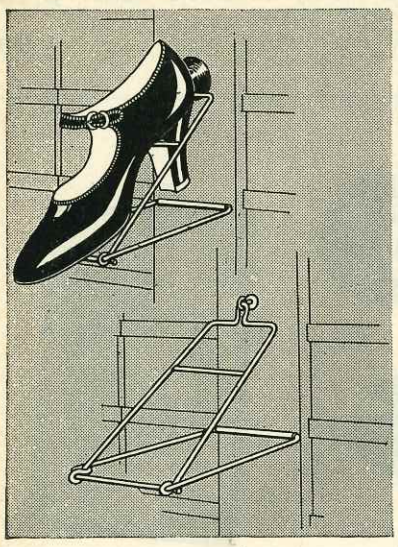
Four No. MS42-471 18x34″ ext. Double Shoe Stands. Each..... **1.15**

Four No. MS-432 Heel Rests. Each.... **.10**

One 20″ Metal Display Pedestal with 12x14″ Glass Top. Each..... **3.65**

One 12″ Metal Display Table with 10x16″ Glass Top. Each..... **3.15**

The "PERFECTION" SHOE GROUP
Group consists of 18 individual displayers



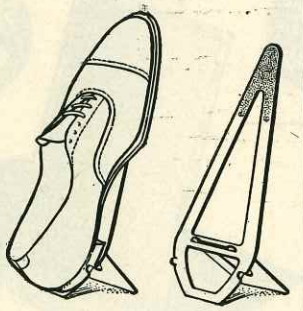
The Sel-Shu Display Rack

The Greatest Invention in Shoe Display Fixtures for Selling Shoes. Creating a Demand for More Shoe Sales.

Made in three sizes: Men's SEL-SHU, Ladies' SEL-SHU, Children's SEL-SHU. Any style.
Per dozen..... **$4.50**

With every dozen racks you get 1 dozen suction cups and 1 dozen hooks.

MILITARY SHOE HOLDER



This tricky Military Shoe Holder will sell more men's shoes.

It grasps the shoes and shows the customer how they will look on his feet.

Place a few pairs of shoes on the Military Shoe Holder in your window and see how smart and trim they'll become. Your sale is half made with this display. Per dozen.... **$6.00**

Single, each..... **60¢**

New Improved POLLY CLIP for Price Tickets

Actual Size of Clip

Small and Inexpensive
Neat and Everlasting

Price tickets tilt at any desired angle, slips on and off the counter, the tongue, in between the laces of the shoe, and eliminates the trouble of wading into show windows to straighten price tickets. Also excellent for fastening price tickets to boxes, trays, or in fact any edge. Made of non-rustable metal, small, neat, inexpensive and everlasting.

No. K-25—
Per gross..... **$3.75**
Half gross..... **$1.95**
Per dozen..... **35¢**

May also be had in a chrome nickel finish if desired.

POLLY SHOE HOLDER

No. K-74—To properly display arch support shoes, golf shoes, branded shoes and fibre-soled shoes. Always remains in the correct upright position. Occupies little space. Almost invisible when in use. Will not fall over. Used for Men's and Women's shoes. Dozen..... **$3.00**
Half Dozen..... **$1.65**

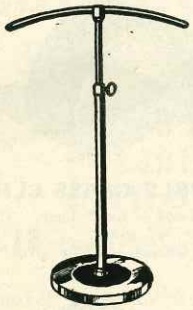
Beautiful Polished Nickel Fixtures with black decorative discs . . . solid cast base • • • •

Polished $13.50 NICKEL FINISH

DOZEN LOTS ASSORTED TOPS

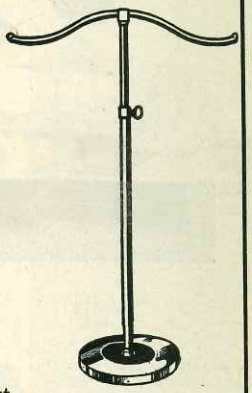
Beautiful Highly Polished Nickel Finish Display Fixtures designed with an eye towards beauty and an ear to economy. Heavy cast bases (NOT A SHELL COVERING) with glossy black second disc trim. Sturdy construction, highest quality throughout.

20/40" ext., 3/8 x 1/4"	Each $1.65
20/40" ext., 1/2 x 3/8"	Each $2.30
30/60" ext., 5/8 x 3/8"	Each $2.75

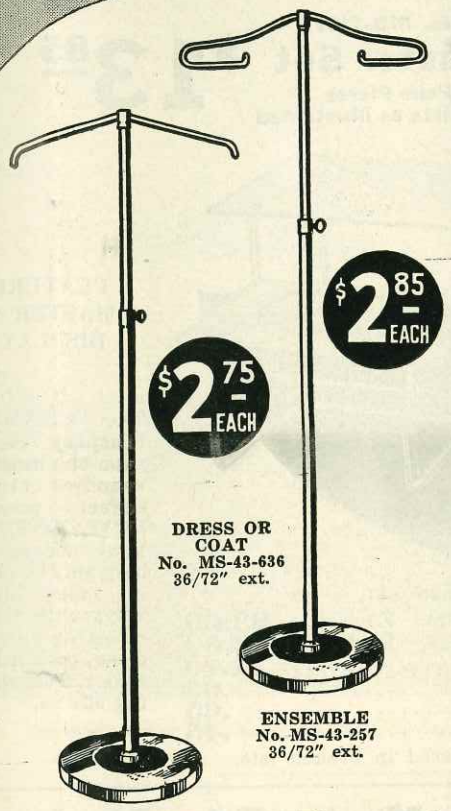


CURVED BAR
No. MS-43-220
10/20" or 15/30" ext.

MILLINERY
No. MS-43-304
10/20" or 15/30" ext.



LINGERIE
No. MS-43-254
10/20" or 15/30" ext.



$2.75 EACH

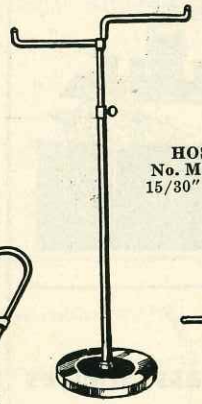
$2.85 EACH

DRESS OR COAT
No. MS-43-636
36/72" ext.

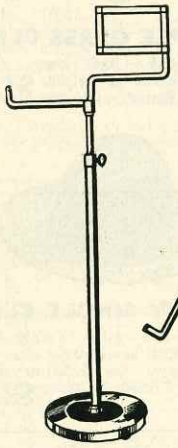
ENSEMBLE
No. MS-43-257
36/72" ext.

The $13.50 price applies to dozen lots only of 10/20 or 15/30 extension stands. Tops may be assorted as desired.

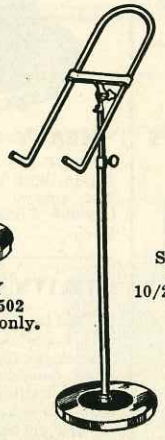
If bought in less than dozen lots the 10/20 and 15/30 extensions will be $1.20 each.



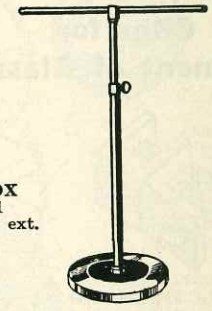
HOSIERY
No. MS-43-502B
15/30" ext. only.



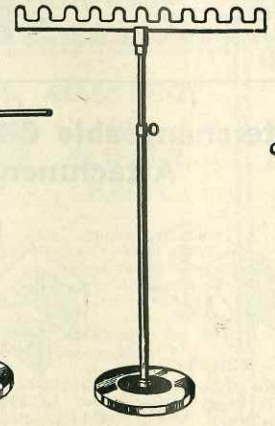
HOSIERY
No. MS-43-502
15/30" ext. only.



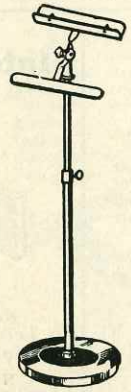
SHIRT OR BOX
No. MS-43-681
10/20" or 15/30" ext.



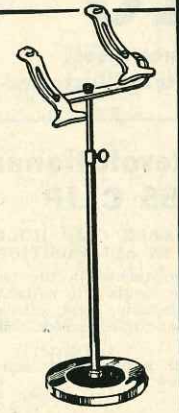
TEE
No. MS-43-110
10/20" or 15/30" ext.



NECKTIE
No. MS-43-051
15/30" ext. only.

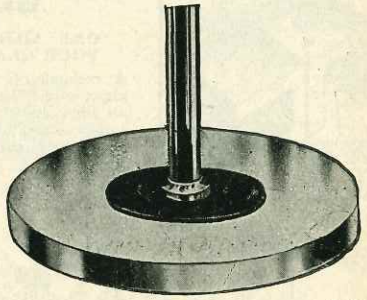


SHOE
No. MS-43-482
10/20" or 15/30" ext.



SHOE
No. MS-43-471
10/20" or 15/30" ext.

Lasting... Brilliant



Black disc may be easily removed if not desired.
Specify extension height when ordering.

The "CHAMPION" DISPLAYERS

Most Versatile Unit Display on the Market Today

No. MD-2150

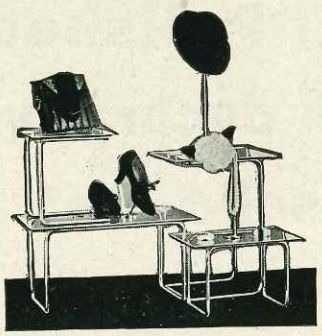
Master Set **$13.85**

Four Pieces
Complete as illustrated

MASTER SET consists of:

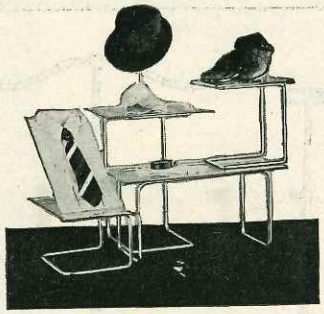
Two 20x12x10" Metal Unit Displayers.	Each.....	$3.00
Two 12x10x 8" Metal Unit Displayers.	Each.....	2.50
One 12x24" Glass Top.	Each.....	1.10
One 12x14" Glass Top.	Each.....	.65
One 10x16" Glass Top.	Each.....	.65
One 10x12" Glass Top.	Each.....	.45

Boxing charge of 50c when ordered in broken lots.



FEATURING MASTER SET DISPLAYED

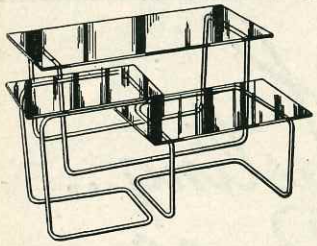
The "CHAMPION" Display Set offers you the most flexible window trimming effects possible at LOW COST. Beautiful modern groupings may be obtained in many different ways with these interesting pieces with clear polished glass tops. Note interesting effects.



No. MD-2150 Master Set Displayed

Note the very refined and diversified display effects.

The Master Trim Display Set



No. MD-2151

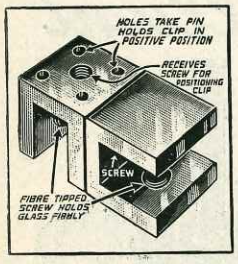
$10.10

Three Pieces
Complete as Illustrated

Master Trim Set Consists of

	Each
One 20x12x10" Metal Unit...	$3.00
Two 12x10x8" Metal Units..	2.50
One 12x24" Glass Top.....	1.10
One 10x16" Glass Top.....	.65
One 10x12" Glass Top.....	.45

Boxing charge of 50c when ordered in broken lots

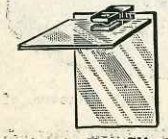


A New Revolutionary GLASS CLIP

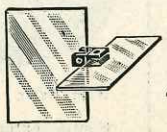
ONE ADJUSTABLE CLIP HOLDS YOUR GLASS IN ALL POSITIONS

A remarkable development in the popular glass clip. Now a single clip suitable for all purposes. Adjustable, rigid, substantial construction. Fiber-tipped screw. Highly polished finish.

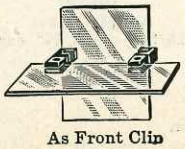
No. MS-935—Solid non-bending construction—fiber tip screw. Each ..... 75¢



As Top Clip

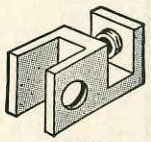


As Side Clip



As Front Clip

Interchangeable Clips for Attachment of Glass Shelves

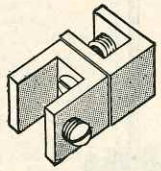


FRONT

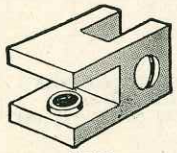
No. GC-913-A Left Front Clip. Each.. 65¢

No. GC-913-B Right Front Clip. Each.. 65¢

Polished Aluminum.



No. GC-914 — Swivel Clip. Polished Aluminum Finish. Each ..... 85¢



SIDE

No. GC-911-A Left Side Clip. Each.. 65¢

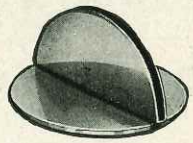
No. GC-911-B Right Side Clip. Each.. 65¢

Polished Aluminum.

Interchangeable CLIPS

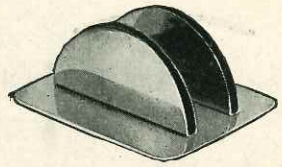
For

Building Many Useful Displays With Glass



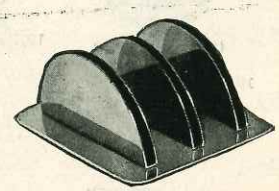
SINGLE GLASS CLIP

No. GC-907—5" base. Clip 2¼" high for ¼" glass. Chrome Finish. Each.... 60¢



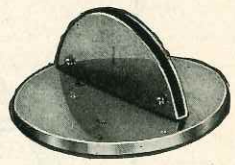
DOUBLE GLASS CLIP

No. GC-909 — 5x6" base. Clips 2¼" for ¼" glass. Chrome Finish. Each.. $1.00



TRIPLE GLASS CLIP

No. GC-910 — 5x6" base. Clips 2¼" high for ¼" glass. Chrome Finish. Each.. $1.35



HEAVY SINGLE CLIP

No. GC-908—6-in. cast base, 2¼-in. high semi-circle clip with two screws for holding glass. Chrome Finish. Each $2.00

UTILITY CARD HOLDER

No. K-125—Made of steel with a strong pin at top to stick in either cloth or wood. Good for use on men's clothing or ladies' ready-to-wear, blankets, hosiery, millinery, lamps, etc. Notch at bottom to suspend card. Gross in box. Per gross..... 65¢

Illustration Features Enlargement of This Beautiful Modern Design Base.

$28.25 COMPLETE GROUP

Can also be supplied with Black Disc Base Trim at no extra charge

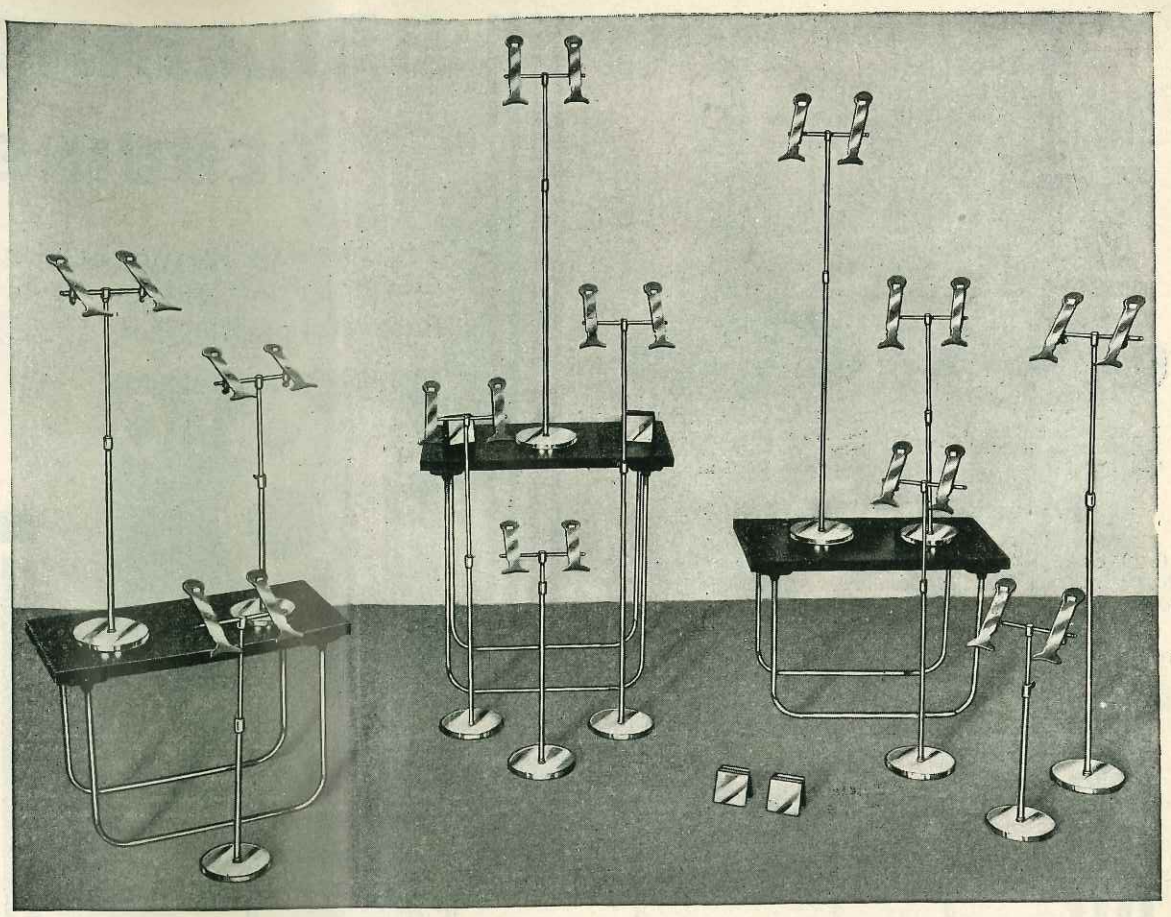
"MAJESTIC"

Shoe Group

GENUINE POLISHED CHROME

Outstanding Value

Assures Long-Lasting Service and Ultra-Modern Merchandise Presentation.



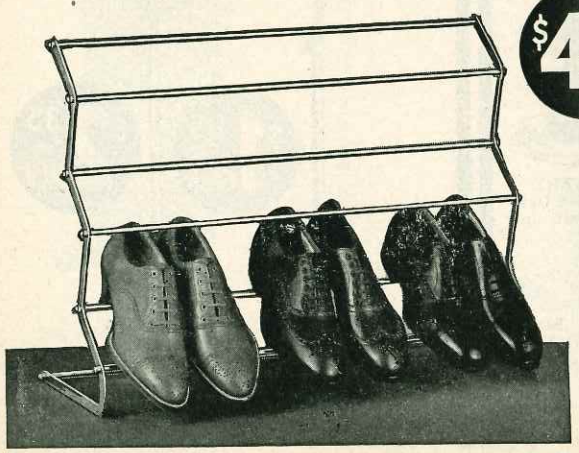
Group illustrated contains 19 individual display units

The "MAJESTIC" Shoe Display Group

Fixtures May Be Purchased Individually at Following Prices:

Four No. MS35-481	9/16" ext. Double Shoe Stands.	Each	$1.60
Four No. MS35-481	12/22" ext. Double Shoe Stands.	Each	1.60
Four No. MS35-481	18/34" ext. Double Shoe Stands.	Each	1.60
Four No. MS-432C	Heel Rests.	Each	.15
One No. MD-1975C	Table, 18" high, 10x18" Ebony Wood Top.	Each	2.95
Two No. MD-1874C	Table, 12" high, 10x18" Ebony Wood Top.	Each	2.95

Group Finished in Genuine Electroplated Polished Chrome. Individual Shoe Holders Brushed Silvertone Finish. Beautiful Ebony Finished Wood Tops for Display Tables.



$4.00 EACH

MASS SHOE OR SLIPPER RACK

A practical space-saver mass shoe display. 18¾" high, 25½" long, built to hold three rows of men's or women's footwear.

Ideal for Counter or Window Use.

No. MS-2073-S — Silvertone Finish. Each $4.00

No. MS-2073-C — Chrome Finish. Each $6.50

Be sure to specify finish when ordering.

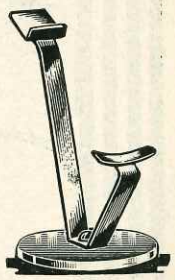
NEW TYPE CARDHOLDER FOR STANDS

No. MS-751 — Attach your feature and price cards directly under the display with this practical holder. Holds cards up to 7x11". Attaches to ⅜" standards only. Chrome Finish. Per dozen..... $4.50

Double Shoe Displayer

No. MS-462-S—Low Type Double Shoe Displayer. It's new and just the fixture you will need. Brushed Silvertone. Each $1.10

Essential Accessories for Your Window Trims

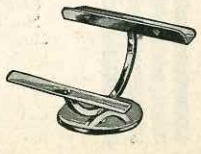


Single Shoe Displayer

No. MS-479—4" high at heel, 2" high at front.
Silvertone Finish. Each..... 65¢
Chrome Finish. Each ..... 75¢

Heel Rest

No. MS-432—All metal rest, 1½" wide, adjustable. Silvertone Finish. Per dozen..... $1.20
Chrome Finish. Per dozen..... $1.50



Double Shoe Displayer

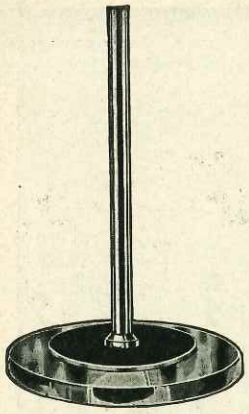
No. MS-468 — For attractive low display of pairs. Chrome Finishh. Each $1.35

BRILLIANT....

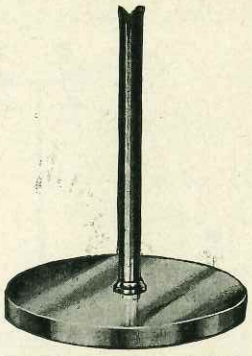
GENUINE CHROME

The Nation's Fixture Leader — Choice of Either Style Base at Low Cost of

$18.50 PER DOZEN



Base Illustrated Series No. MS-35-D With Black Disc Trim.



Base Illustrated Series No. MS-35 Without Disc Trim. The Black Disc is easily removed if not desired.

POLISHED CHROME FINISH

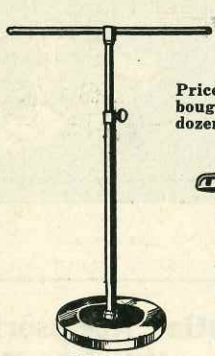
Prices for Complete Fixtures

10/20″ or 15/30″ ext. Dozen lots. Per doz..**$18.50**
20/40″ ext. Each..... **2.20**
30/60″ ext. Each..... **3.00**

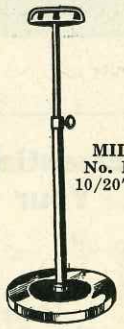
Specify Extension Height When Ordering

Your choice of base designs as illustrated. Specify base series number, also the fixture top number when ordering.

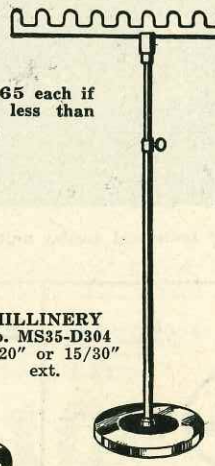
Prices $1.65 each if bought in less than dozen lots.



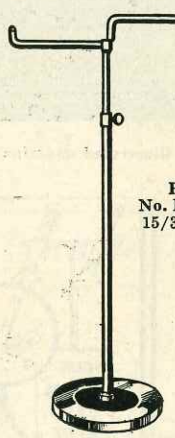
TEE
No. MS35-D110
10/20″ or 15/30″ ext.



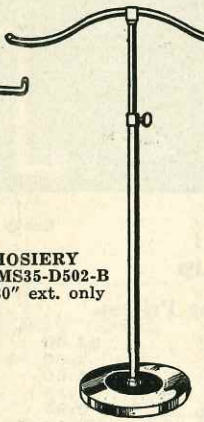
MILLINERY
No. MS35-D304
10/20″ or 15/30″ ext.



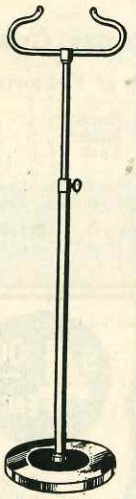
NECKTIE
No. MS35-D051
15/30″ ext. only



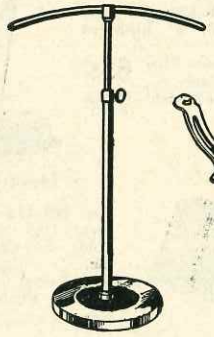
HOSIERY
No. MS35-D502-B
15/30″ ext. only



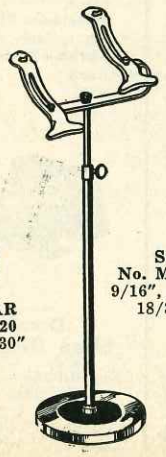
LINGERIE
No. MS35-D254
10/20″ or 15/30″ ext.



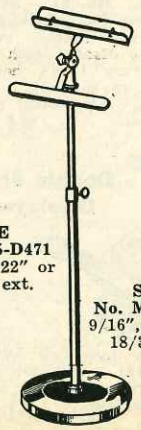
HOSIERY
No. MS35-D488
15/30″ ext. only



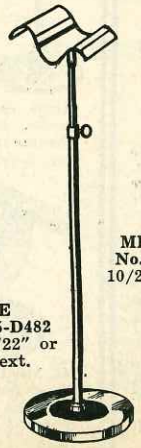
CURVED BAR
No. MS35-D220
10/20″ or 15/30″ ext.



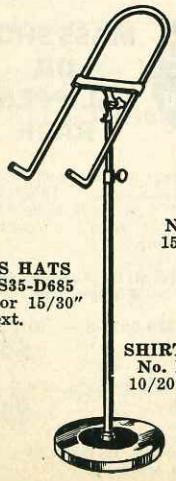
SHOE
No. MS35-D471
9/16″, 12/22″ or 18/34″ ext.



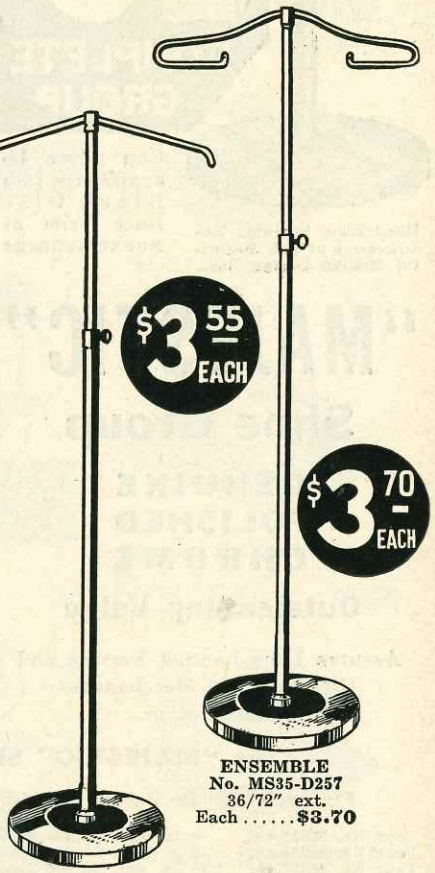
SHOE
No. MS35-D482
9/16″, 12/22″ or 18/34″ ext.



MEN'S HATS
No. MS35-D685
10/20″ or 15/30″ ext.



SHIRT OR BOX
No. MS35-D681
10/20″ or 15/30″ ext.



$3.55 EACH

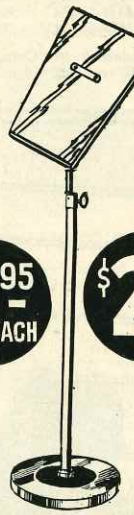
ENSEMBLE
No. MS35-D257
36/72″ ext.
Each **$3.70**

$3.70 EACH

DRESS OR COAT
No. MS35-D636
36/72″ ext.
Each **$3.55**

$1.95 EACH

COLLAR AND NECKWEAR
No. MS35-D512
15/30″ ext. only
Each **$1.95**

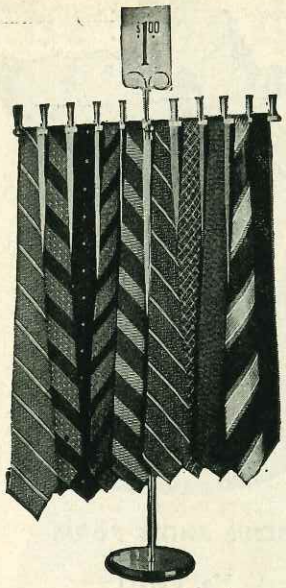


$2.35 EACH

BALSA SHIRT
No. MS35-D684
15/30 ext. only
Each **$2.35**

POPULAR MEN'S WEAR DISPLAYERS

GENUINE POLISHED CHROME

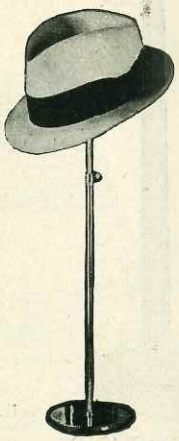


NECKWEAR

Single-bar, Ten-space Necktie Displayer. Ideal for counter use. 24" high.

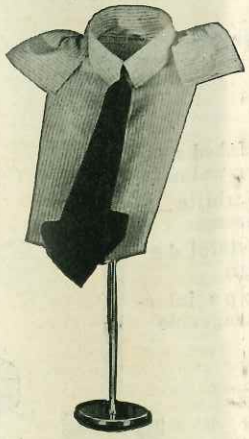
No. MS-35-516-C—Chrome Finish. Each..... $3.50

No. MS35-516-B—Bronze or No. MS35-516-S—Silvertone Finish. Each..... $2.50



HAT

No. MS35-685—Men's Hat Displayer. Specially formed top to fit creases. 15/30" ext. Chrome Finish. Each... $1.65



SHIRT

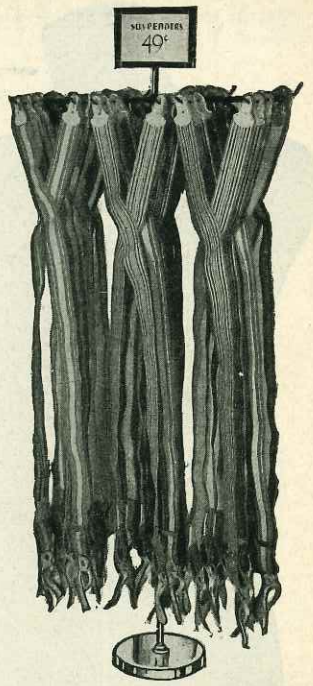
No. MS35-684 — Men's Shirt Displayer with balsa wood "wide shoulder shaped top". 15/30" ext. Chrome Finish. Each..... $2.35

Collar&Neckwear

No. MS35-512—Collar Stand with walnut wood top. 15/30" ext. Chrome Finish. Each... $1.95

COAT

No. MS35-604 — Coat Draping Stand. Heavy upright. 20/40" ext. 6" base. Chrome Finish. Each... $2.60



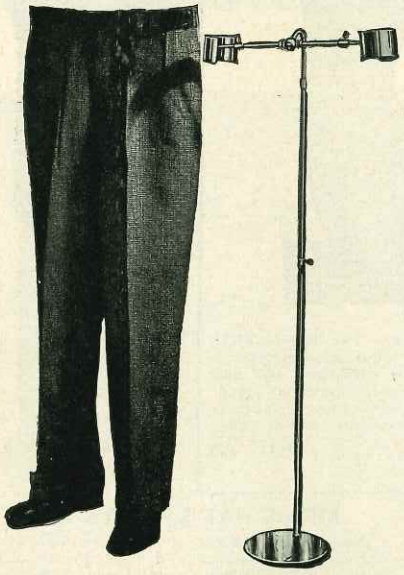
POPULAR SUSPENDER DISPLAYER

For Counter Use

No. MS35S-587—36" high. 6 sets of display arms featuring a dozen or more pair. 5½x3½" card holder. Silvertone Finish. Each..... $2.95

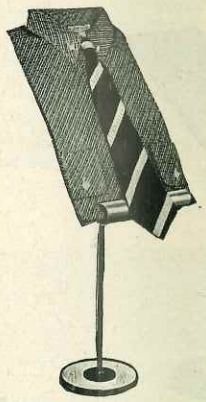
No. MS35C-587—All Chrome Finish. Each $4.50

New Displayer! to Feature Men's Trousers



No. MS35-686—A new, patented displayer. Adjustable features to fit all types and sizes of trousers. Heavy 24/48" extensible stand. 7" base. Silvertone Finish. Each $4.75

No. MT-686—Top only. Silvertone Finish. Each..... $3.00



ROLLED FRONT SHIRT STAND

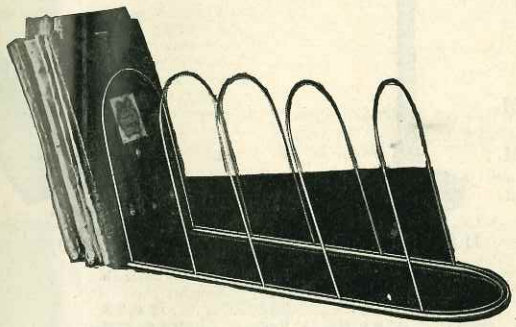
No. MS35-688—Men's shirt displayer with new rolled front one-piece metal top. Polished Chrome base with black disc trim. 15/30" extension. Each $2.75

INDIVIDUAL HEEL REST

Bright Nickel Finish. A Heel Rest that shows the shoe.

	Each	Doz.
No. MS-60...	08¢	75¢

POPULAR COUNTER SHIRT RACK



A Real Counter Sales Maker—Shows 24 Shirts

No. MS-2087—A cross counter shirt displayer showing merchandise in an upright tilted position. Takes full or half fold shirts. 26 in. long, 7½ in. wide. 6 display spaces. Silvertone Finish. Each..... $2.50

MINIATURE METAL EASEL

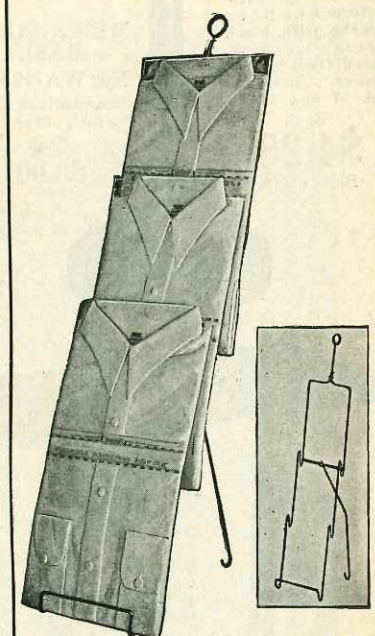
2" high by 1⅜" wide. Excellent for cosmetics and small articles.

No. MS-69-S Silvertone Finish.

Per dozen 75¢

No. MS-69-C Chrome Finish.

Per dozen $1.50



Utility Counter Shirt Easel

No. MR-840 — Heavy Formed Wire Step-Up Display. Features 3 folded or full-length shirts. 25" high. Price ticket holder at top. Brown Lacquer Finish. Each..... 85¢

Men's Wear Wood Stands

Exquisite Rich Simplicity in Walnut and Chrome

The luxurious richness of walnut wood gives this set a distinctive elegance all its own. A touch of modernism is artistically added by genuine chrome metal trim.

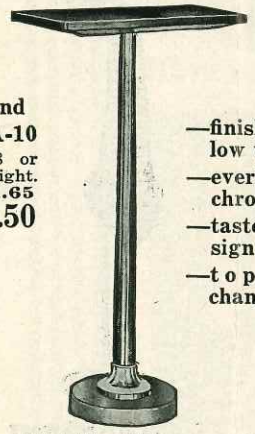
COAT FORM
No. FM-12

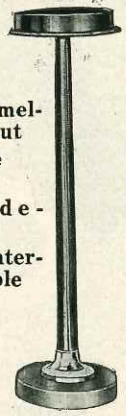
Here's the newest development and for every type of suit model. Faultless fitting. Reinforced papier mache with black jersey covering. Regulation ⅝-inch flange. Sizes 35, 36, 37 and 38.

Each
$4.25
Base extra.

$4.25 EACH

Tee Stand
No. WA-10
In 12, 18 or 24-inch height.
Each... **$1.65**
Per doz. **$18.50**

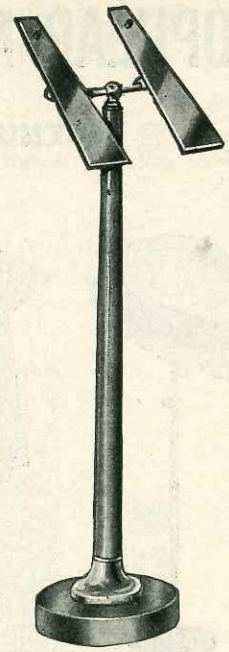




—finished mellow walnut
—everbrite chrome
—tasteful design
—tops interchangeable

Flat Top Trousers Stand
No. WA-77
In 12, 18 or 24-inch height.
Each **$1.65**
Per dozen **$18.50**

COLLAR STAND
No. WA-73
In 12, 18 or 24-inch height.
Each **$1.65**
Per dozen **$18.50**



SHOE STAND
No. WA-70
In 12, 18 or 24-inch height. Tops are adjustable to any desired position.
Each **$1.75**
Per dozen **$19.75**

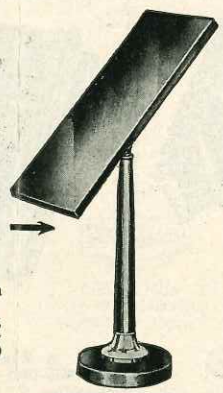
MEN'S SHIRT FORM
No. FM-11

For rapid-fire selling display your shirts on this full-round Form. Reinforced papier mache; with jersey covering. Adjusting ½-in. flange. Sizes 30, 32, 34.

$4.00 EACH

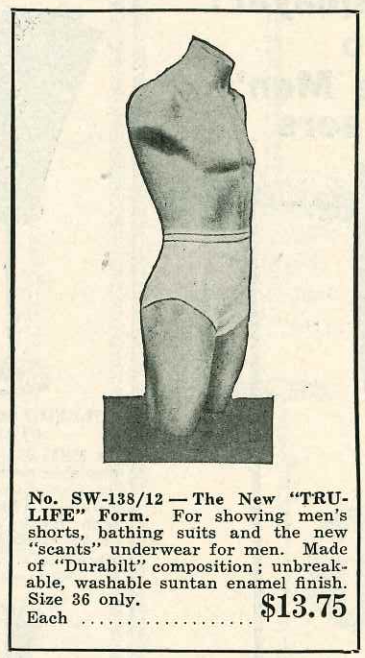
MEN'S FORM BASE
No. WA-425-M
Heavy 8-inch Base. ⅝-inch Standard.
Each
$3.00

HAT STAND
No. WA-75
In 12, 18 or 24-in. height.
Each **$1.65**
Per dozen.. **$18.50**

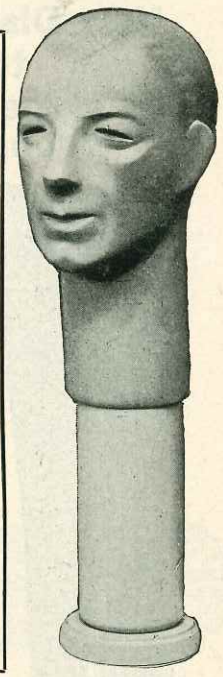


SHIRT STAND
No. WA-76
Tilting Top
In 12, 18 or 24-inch height.
Each..... **$1.75**
Per dozen..... **$19.75**

SHIRT STAND
No. WA-76



No. SW-138/12 — The New "TRU-LIFE" Form. For showing men's shorts, bathing suits and the new "scants" underwear for men. Made of "Durabilt" composition; unbreakable, washable suntan enamel finish. Size 36 only.
Each **$13.75**



MEN'S HAT DISPLAY HEAD

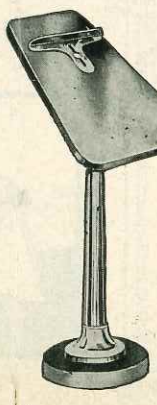
No. MH-932—Made of plastic composition, finished in Suntan and light brown hair. Head only (Pedestal not included.) **$2.45**
Each .....

BASES FOR HEADS

No. MH-200—Made of plastic composition. Choice of three heights—9-in., 12-in. or 15-in. Each..... **$1.65**
6 for..... **$9.00**

TABLE
No. WA-36
(10x20 Top)
12, 18 or 24-inch heights.
Each
$4.95

Pedestal
No. WA-34
(10x14 Top)
12, 18 or 24-inch height.
Each
$3.50



SHOE STAND
No. WA-71
Hinged Wood Top. In 12, 18 or 24-inch height.
Each..... **$1.75**
Per dozen..... **$19.75**

The Modern Way to Display and Sell Pants

Thousands of satisfied customers are using

A BROWDER Pants Rack

to increase sales

More than 8,500 have been sold

Holds 150 Pairs

Space Saver—It saves half the space of Pants on tables. In a space 6 ft. long and 27 in. wide you can hang 150 pairs. A six-foot table with five piles stacked fifteen high holds only 75 pairs.

Accessibility—The rack is a filing system for pants, each pair indexed according to waist, length and price. This saves time in locating sizes and patterns.

Appearance—Pants look much neater when hanging, which will greatly improve the appearance of your pants department.

It Sells Pants—This rack will sell two pairs for every one sold with old methods. The attractive, accessible display makes this possible.

Stock Keeping—How many hours a year do you spend restacking pants? The rack eliminates 90 per cent of this unnecessary work, because the pants are always in order.

Condition of Merchandise — Pants hanging do not become wrinkled, and are easier to brush and keep clean. A cloth cover over the rack at night when sweeping is all that is necessary to protect them.

Inventory Value—A glance at the index system will indicate a shortage of any particular size or pattern. This insures a faster turnover with less stock.

Specifications—150 swinging hangers, 6 ft. long, 27 in. wide, 47 in. high. A channel strip in the center for size indexing. All metal steel tubing frame. Large heavy duty hard rubber casters. Dark Mahogany Enamel finish. Card holder and size tickets furnished complete. Shipping weight 75 lbs. Price, F. O. B. St. Louis, Mo., Oakland, Calif., or New York City, N. Y..... **$25.00**

THE NEW WAY
150 PAIRS IN SPACE
27 INCHES x 6 FEET

SIZE TICKETS IN CHANNEL STRIP AND ON PANTS

150 HANGERS
6 FEET LONG
27 INCHES WIDE
47 INCHES HIGH

DETAIL OF SWINGING HANGERS

© Patents Pending

$25.00 EACH

Can be furnished in chromium plated finish fittings and enameled tubing at $3.50 additional or chromium plated finish fittings and tubing at $10.00 extra.

F. O. B. St. Louis Only.

GREATER RACK VALUES...

SILVERTONE FINISH with *GENUINE* CHROME HANGING RAILS

● *Last Longer*

THE MOST POPULAR RACK MADE!

Designed to aid merchandise selling. Extended arms provide for additional display space while showing garments to your customers.

Modern design base—extra strong—with 3" rubber tired casters. 66" high by 72" length overall. Sturdily constructed.

No. MR-3110-S—Silvertone Finish with Chrome Hanging Rail. Each..... $12.90

No. MR-3110-C—Polished Chrome Finish with Silvertone Fittings. Each..... $16.95

$12.90 — EACH

EXTENDED ARM CASTER BASE TYPE

$11.25 — EACH

CASTER BASE TYPE

Rigid construction, 1 1/16" tubing, equipped with 16" cast underslung bases with 3" rubber tired casters.

No. MR-315-S—66" high by 72" long. Silvertone Finish. Each..... $11.25

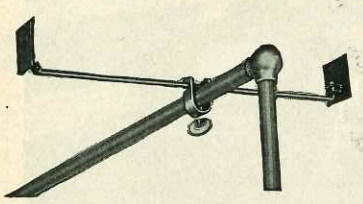
No. MR-315-C—66" high by 72" long. Chrome Finish with Silvertone fittings..... $13.75

No. MR-311-S—48" by 66" high. Silvertone Finish. Each..... $10.45

No. MR-311-C—48" by 66" high. Chrome Finish with Silvertone fittings. Each... $12.45

Garment Size Divider

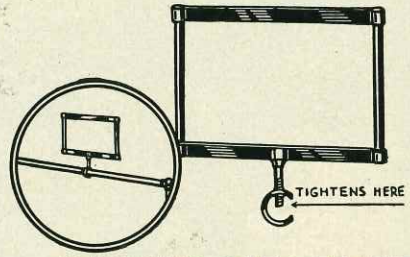
No. GD-273—Keep dresses by sizes on your racks, nine size dividers to the set giving you sizes 14, 16, 18, 20, 38, 42, 44, 46, Ex. Made of 24-ply cardboard and die-cut. Per set..... **75c**



Rack Cross Bar

No. MR-946—22" spread bar for attachment to oblong garment rack, supplied with adjustable clamp to fit 1 1/16" tubing. Equipped with two ticket holders for 2 1/8x2 3/4" tickets. **Silvertone Finish. Each..... 90¢**

No. MR-946-A—Same as above without ticket holders. **Silvertone Finish. Each..... 65¢**



To display skirts you can reverse rods to make a rack 48 inches high by 66 inches long.

CLAMPING CARD FRAME

For Garment Racks, Etc.

No. CH-36—Well made 11x7" tubular frame—with strong, self-fastening clamp. Fits your present racks. **Statuary Bronze Finish. Each..... 75¢**

No. MR-311-B—48" x 66". Bronze Finish. Each..... $10.45

No. MR-316-B—66" x 60". Bronze Finish. Caster Base Type. Each..... $10.90

$9.10 — EACH

GLIDE BASE TYPE

Rigid construction, 1 1/16" tubing, equipped with 18" cast glide bases.

No. MR-305-S—66" high by 72" long. Silvertone Finish. Each.... $9.10

No. MR-305-C—66" high by 72" long. Chrome Finish with Silvertone fittings. Each..... $11.55

No. MR-305-B—66" x 72". Bronze Finish. Each..... $9.10

$8.25 — EACH

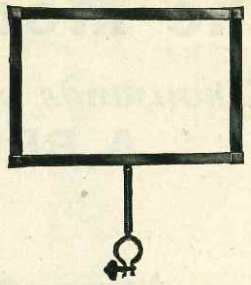
Same height and description as MR-305 except length 48" by 66" high.

No. MR-301-S—Silvertone Finish. 48" x 66". Each..... $8.25

No. MR-301-C—Chrome Finish. Silvertone fittings. Each..... $10.20

No. MR-301-B—48" x 66". Bronze Finish. Each..... $8.25

No. MR-306-B—66" x 60". Bronze Finish. Each..... $8.50



RACK SIGN HOLDERS

For attaching to oblong garment rack, clamp to fit 1 1/16" tubing.

No. MR-760—For 7x5 1/2" card. **Silvertone or Bronze Finish. Each..... $0.75**

No. MR-761—Same as above. Chrome Finish. Each..... $1.00

No. MR-762—For 11x7" card. **Bronze or Silvertone Finish. Each..... $0.90**

No. MR-763—Same as above. Chrome Finish. Each..... $1.10

Rack Size Divider

Keep dresses by sizes on your racks. Clip fits 1 1/16" rack tubing. Holds tickets both sides, size 2 1/4x2 3/4".

No. MR-381-S—Silvertone Finish. Each..... 30¢

No. MR-381-C—Chrome Finish. Each..... 50¢

Beautiful . . . Modern . . . Sturdy COSTUMER

MR-3089

No. MR-3089S

$9.10 EACH

SILVERTONE FINISH CHROME HANGING RAIL

No. MR-3089C

POLISHED CHROME FINISH with Silvertone Trim

The nation's leading costumer value. Sturdily constructed, extra heavy 14" base. 66" high. 24" hanging rail. 7x5½" card holder.

$9.75 EACH

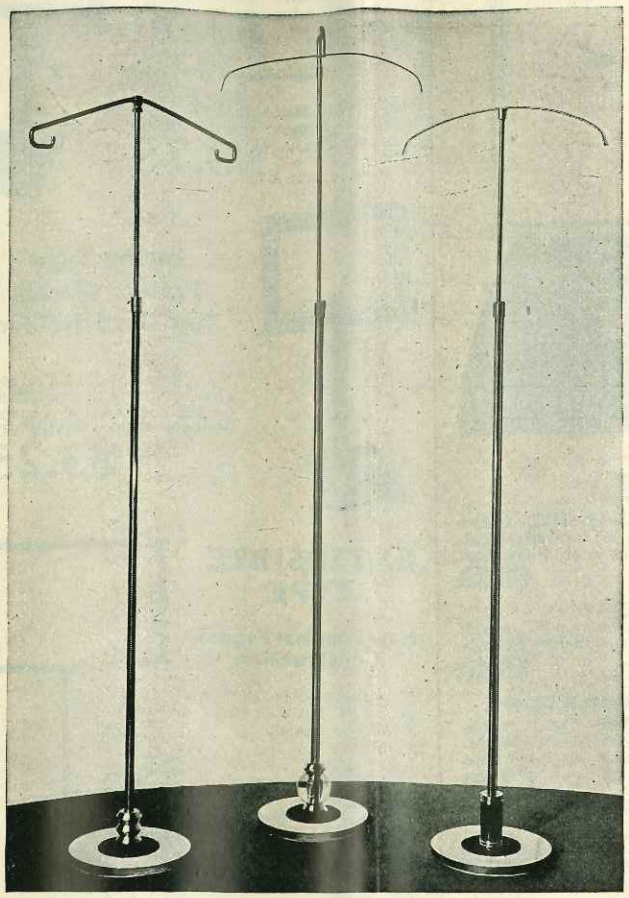
Is there any display fixture or display material you require? Write us and we will furnish the product or information where it may be obtained.

Pilaster Hook

No. MR-902 — Highly polished 6" cast hook.
Bronze or Silvertone. Each ..... **50¢**
Polished Chrome. Each ..... **75¢**

REAL VALUE . . . . CHROME DRESS STANDS

$3.95 EACH

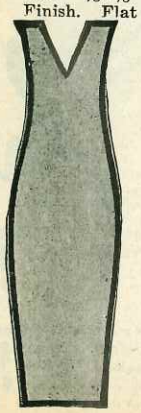


No. MS-74-636 **No. MS-75-641** **No. MS-76-639**

No. MS-74-636—New Chrome Finish modern dress stand with three diamond-shape chrome metal trim fittings. ⅝x⅜" standard, 36/72 extension. Round formed top. 8" solid cast disc base with 4" black fiber second disc. Each..... **$3.95**

No. MS-75-641—Beautiful, up-to-date Chrome Finish stand with crystal glass ball, 2½" diameter, between two chrome plated diamond-shape fittings. 8" round cast disc base with 4" black fiber second disc. ⅝x⅜" standard, 36/72 extension. Flat curved stock gooseneck garment top. Each..... **$3.95**

No. MS-76-639—The base of this dress stand is ebony black wood, 1½" in diameter by 2" high, with ribbed chrome fittings top and bottom. The 8" round cast disc base has a 4" black fiber second disc. ⅝x⅜" standard, 36/72 extension, all **Chrome** Finish. Flat stock formed top No. 639. Each..... **$3.95**



The New "STYLEFIT" Dress Displayer

No. MS-189—Shapely fiber-board cut-out that tremendously improves the appearance of the garment displayed. Fitted with ingenious new style clamp that holds tight on any style stand. Edges attractively bound with heavy tape. Enables anyone to make neat, attention-compelling displays.

Packed 12 in carton. Per dozen..... **$3.60**

Packed 6 in carton. 6 for..... **$2.10**

Packed 3 in carton. 3 for..... **1.20**

INCOMPARABLE VALUE . . . COSTUMERS

24-INCH HANGING RIAL Duro Finish

30-INCH HANGING RAIL Duro Finish

$3.95 EACH

Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 18" cast base. 5" open card holder.

No. MR-924-D—Duro Enamel Finish. Each... **$3.95**

$4.15 EACH

A heavier costumer with greater hanging space. Sturdily constructed of 1 1/16" tubing. Hanging rail 66" high. Heavy 22" cast base. 5" open card holder.

No. MR-925-D—Duro Enamel Finish. Each... **$4.15**

SILVERTONE FINISH

$5.10 EACH

No. MR-924-S—Silvertone Finish with Chrome 24" Hanging Rail. Each **$5.10**

No. MR-924-B — All Bronze Finish. Each... **$5.10**

No. MR-924-C — Polished Chrome with Silvertone Trim. Each.. **$6.50**

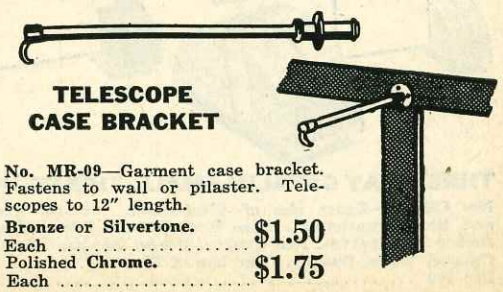
SILVERTONE FINISH

$6.50 EACH

No. MR-925-S—Silvertone Finish with Chrome 30" Hanging Rail. Each **$6.50**

No. MR-925-B — All Bronze Finish. Each... **$6.50**

No. MR-925-C — Polished Chrome with Silvertone Trim. Each.. **$7.15**



TELESCOPE CASE BRACKET

No. MR-09—Garment case bracket. Fastens to wall or pilaster. Telescopes to 12" length.

Bronze or Silvertone. Each **$1.50**
Polished Chrome. Each **$1.75**

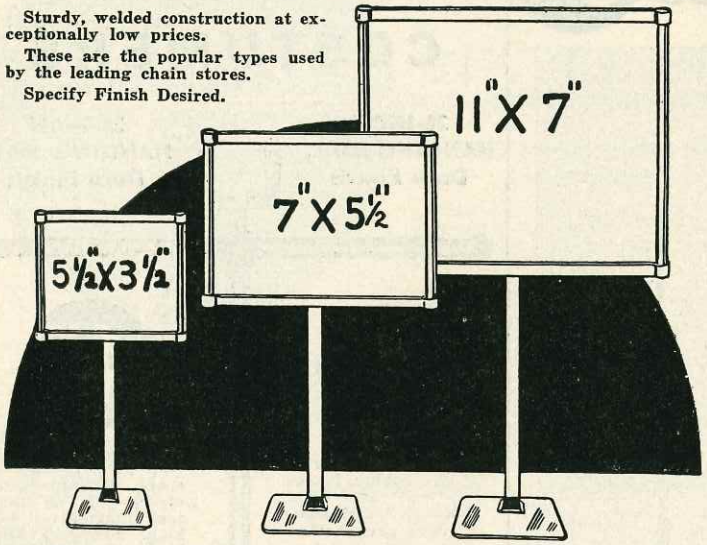
Popular Type Syndicate Card Holders

Bronze, Silvertone, or Chrome Finishes

Sturdy, welded construction at exceptionally low prices.

These are the popular types used by the leading chain stores.

Specify Finish Desired.



No. CH-96 — 5½x3½" frame, 8" or 10" overall height. **Bronze or Silvertone.** Per dozen..... **$3.85**

No. CH-96-C—5½x3½" frame, 8" or 10" overall height. **Polished Chrome Finish.** Per dozen..... **$6.45**

No. CH-97 — 7x5½" frame, 12" or 14" overall height. **Bronze or Silvertone.** Per dozen..... **$4.35**

No. CH-97-C — 7x5½" frame, 12" or 14" overall height. **Polished Chrome Finish.** Per dozen..... **$7.25**

No. CH-98—11x7" frame, 15" or 17" overall height. **Bronze or Silvertone.** Per dozen..... **$5.30**

No. CH-98-C — 11x7" frame, 15" or 17" overall height. **Polished Chrome Finish.** Per dozen..... **$9.40**

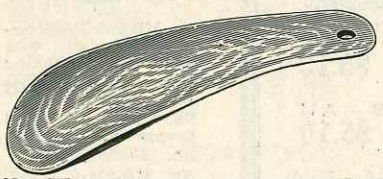
FOR 14x11 CARDS

No. CH-99—14x11" frame, 19" or 21" overall height. **Bronze or Silvertone.** Per dozen..... **$8.90**

No. CH-99-C—14x11" frame, 19" or 21" overall height. **Polished Chrome Finish.** Per dozen..... **$11.25**

Vertical type card frames are also available at the above prices. Specify when ordering if vertical type is desired.

Vertical type frames are made to order and shipped direct from factory.

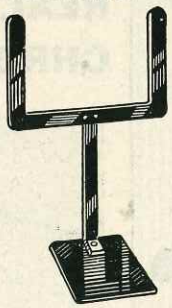


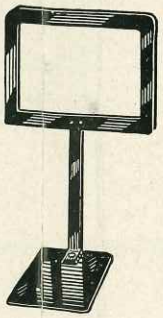
No. CH-701—Catalin Shoe Horns. Assorted colors. Per dozen..... **$1.50**

Open Frame Type Card Holder

No. CH-124—The LOWEST PRICED good card holder available. Hundreds of thousands in use. Holds 7x5½" or larger card. **Statuary Bronze Plated Finish.** 8-in. stem. Per dozen..... **$3.00**

No. S-511—Made to hold 11x7" cards. **Statuary Bronze Plated.** 11-in. stem. Per dozen..... **$3.75**



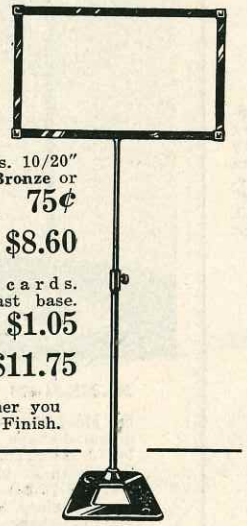


Spring Type Frame, Closed Top Card Holder

No. CH-181—Sturdy, one-piece, stamped frame. Holds 7x5½" card. 8" stem. **Statuary Bronze Plated Finish.** Yours for— Per dozen.... **$3.25**

EXTENSIBLE TYPE

New Channel Frame Construction



No. CH-730—For 11x7" cards. 10/20" ext. 5x6" flat cast base. **Bronze or Silvertone Finish.** Each ..... **75¢**

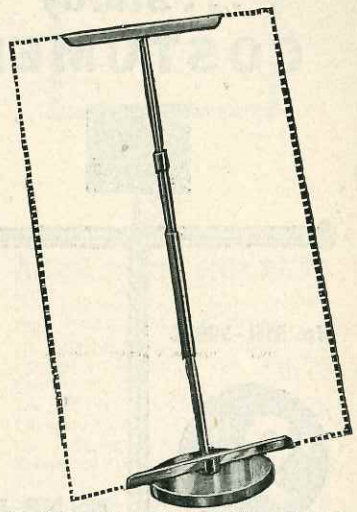
Per dozen lots **$8.60**

No. CH-731 — For 14x11" cards. 10/20" ext. 5x6" flat cast base. **Bronze or Silvertone Finish.** Each..... **$1.05**

Per dozen lots **$11.75**

Be sure to specify whether you wish **Bronze or Silvertone Finish.**

Window Card Holders

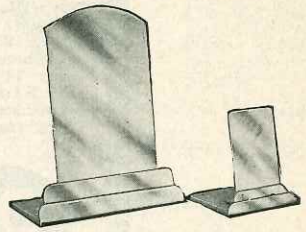


No. CH-750-S—Silvertone Finish. Each..... **$2.25**

No. CH-750-C—Polished Chrome. Each..... **$2.75**

Extends to 7x11" up to 14x22" window cards.

Smart...Modern FELTED BASES



No. CH-755-S—Silvertone Finish. Per dozen **$3.75**

No. CH-755-C—Chrome Finish. Per dozen..... **$6.25**

Holds up to 11x7" cards.

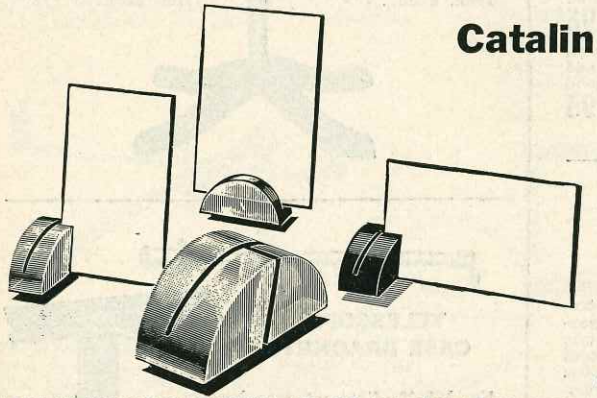
No. CH-756-S—Silvertone Finish. Per dozen..... **$4.95**

No. CH-756-C—Chrome Finish. Per dozen..... **$9.50**

Holds up to 14x11" cards.

NEW!!!

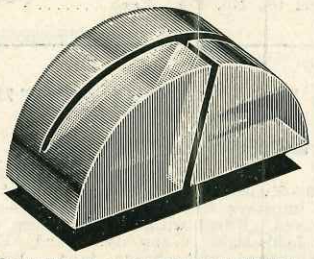
Catalin Ticket Holders and Heel Rest



THREE-WAY CATALIN SMALL TICKET HOLDER

No. CH-702—Exact size of illustration. Crystal Transparent and Blue Transparent, Rose Transparent, Green Transparent, Amber Transparent, Red Opaque, Brown Opaque, Black Opaque, White Opaque. Per box of 50..... **$3.75**

Per 100 ..... **$7.00**



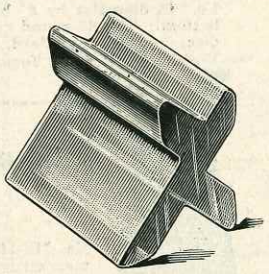
Catalin Large Ticket Holder

No. CH-707 — ⅔ actual size. Crystal Transparent or Black Opaque **$3.50**

Per dozen..... **$18.00**

Half gross..... **35.00**

Gross .....



No. CH-700—Catalin Heel Rest. **Crystal Transparent.** Per dozen **$1.85**

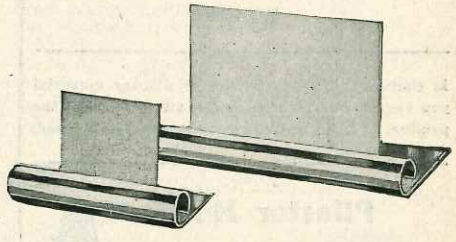
Half gross..... **$10.20**

Gross **19.20**

Colors: **Brown Opaque, Red Opaque, Black Opaque, White Opaque.** Per doz. **$1.65**

Half gross..... **$ 9.00**

Gross **16.80**



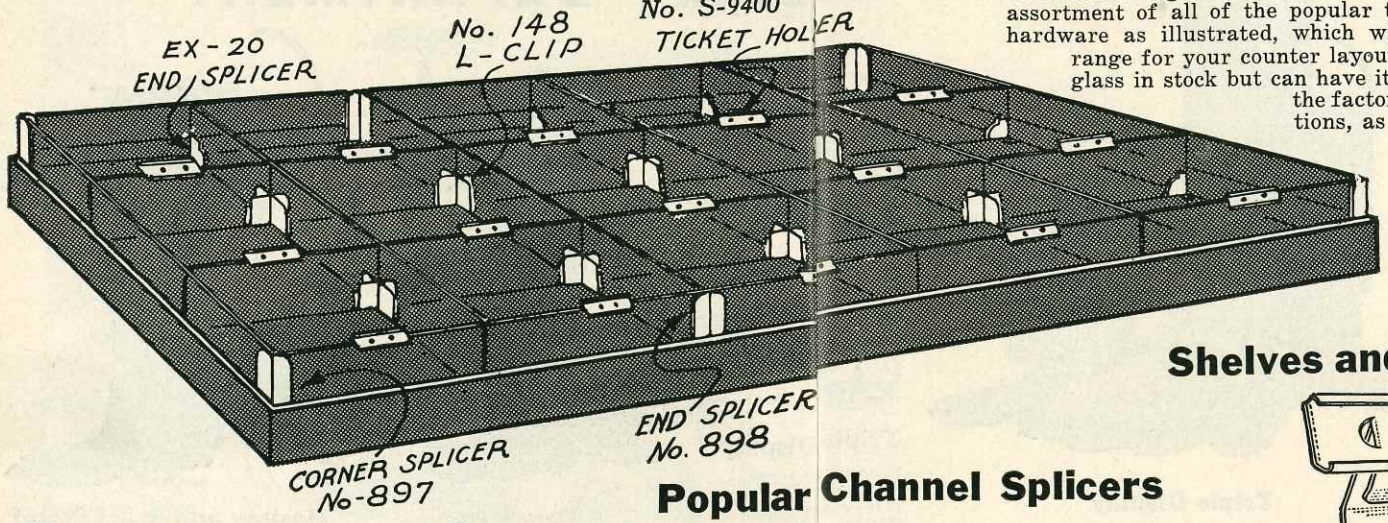
The Popular Rolled Front Type

No. CH-758—Small size. 7" wide by 5½" high. **Chrome Finish.** Each ..... **90¢**

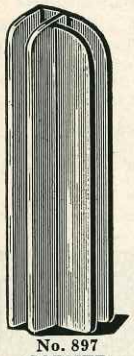
No. CH-759—Large size. 11" wide by 9" high. **Chrome Finish.** Each **$1.20**

COMPLETE COUNTER BIN HARDWARE . . . .

We are making available to our customers a complete assortment of all of the popular types of counter bin hardware as illustrated, which will allow you to arrange for your counter layouts. We do not carry glass in stock but can have it shipped direct from the factory. Write for quotations, as the prices fluctuate.



Popular Channel Splicers



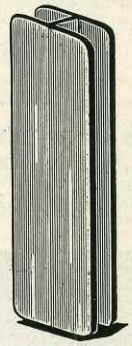
No. 897
CORNER

Plain Type

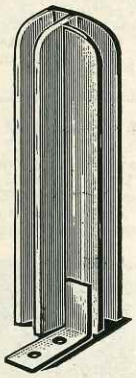
For ¼" Glass

2" high.	Per 100....	$5.00
3" high.	Per 100....	5.65
4" high.	Per 100....	6.40
5" high.	Per 100....	6.65
6" high.	Per 100....	7.05
7" high.	Per 100....	8.20
8" high.	Per 100....	8.90

Silvertone or Polished Nickel Finish. Specify type and finish when ordering.



No. 898
END



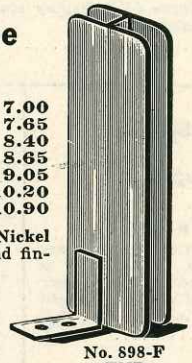
No. 897-F—CORNER

Flange Type

For ¼" Glass

" high.	Per 100...	$ 7.00
" high.	Per 100...	7.65
" high.	Per 100...	8.40
" high.	Per 100...	8.65
" high.	Per 100...	9.05
" high.	Per 100...	10.20
" high.	Per 100...	10.90

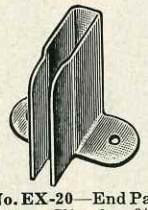
Silvertone or Polished Nickel Finish. Specify type and finish when ordering.



No. 898-F
END

Glass Clips

No. L-48—Cross Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100.... $1.20



No. EX-20—End Partition Clip for 3/16" or ¼" Glass. Silvertone Finish. Per 100.... $2.85

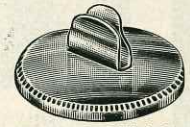
"HOLDZIT" HOLDERS

Made of heavy metal with weighted base. Attractive, economical and a very practical "Holdzit" Holder.

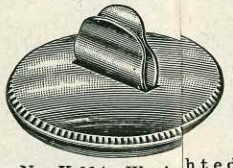
Fingers can be opened or closed to fit thick or thin cards and bent to hold card at an angle. Illustrations are exact sizes.

Finished in a beautiful lustrous nickel that is rust-proof and will not tarnish. Use two or more "Holdzit" Holders for long or large cards.

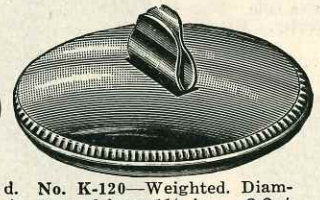
Patented October 27, 1931.



No. K-110—Weighted. Diameter of base ⅞ in. Per doz.. 40¢ Per gross.....$4.00

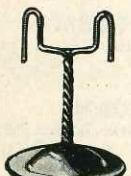


No. K-114—Weighted. Diameter of base 1⅛ in. Per dozen $6.00 Per gross.....



No. K-120—Weighted. Diameter of base 1½ in. 90¢ Per dozen..... Per gross.....$9.00

UTILITY TICKET HOLDERS



No. CH-607-X 1¾" steel base, 2" overall height. Bronze, Silvertone or Polished Nickel Finish. Per dozen.. $1.90

No. CH-715—2" height. Base 1⅛" diameter.
No. CH-716—4" height. Base 2⅛" diameter.
No. CH-717—6" height. Base 3" diameter.
Your choice of 2", 4" or 6" height. Silvertone Finish. Per dozen... $3.30

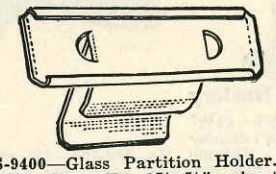
MINIATURE CARD HOLDER

No. 950 — 1¼" steel base with spiral holder of formed wire. Silvertone Finish. Per doz.. 95¢ Per 100..... $7.50

CHROME TICKET HOLDERS

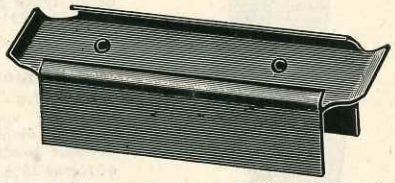
No. CH-249—1¾x1¾" base, 1" height. For Windows, Counters, Display Tables, etc. The handiest, lowest price unit ever developed. Genuine Chrome Finish throughout. Per dozen.. 50¢

Price Ticket Holders for Shelves and Partitions

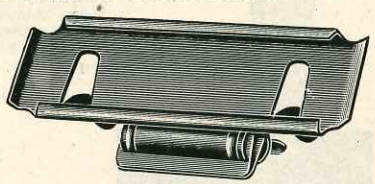


No. S-9400—Glass Partition Holder. Fits up to ¼" glass. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100..... $2.40

No. S-527—Bin Ticket Holder for mounting to wood shelves with tacks. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100..... $2.25

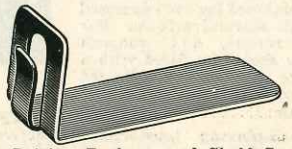


No. S-528—Shelf Ticket Holder. Fits ⅞" wood shelves. For 2⅞x⅞" price tickets. Bronze or Silvertone. Per 100..... $4.30



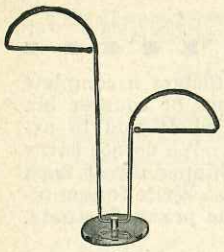
No. S-591 — Spring Clip Ticket Holder. Fits all partitions up to ⅜". For 2⅞x⅞" price tickets. Bronze or Silvertone. Per dozen..... 75¢

SLIP-IN TICKET HOLDER



For Pricing Package and Shelf Goods. No. CH-712—2" long by 1" wide. Bronze or Silvertone. Per 100..... $2.50

PROVEN SALES MAKERS FOR THE HOSIERY DEPARTMENT

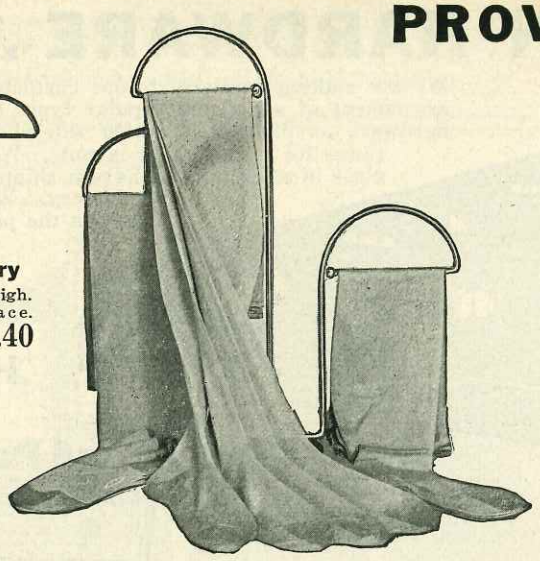


Double Hosiery

No. MS-507—21" high. 5½" display space. Chrome Finish. Each... $2.40

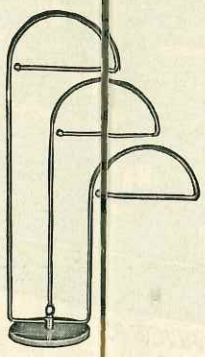
Single Hosiery

No. MS-506—20½" high. 5½" display space. Chrome Finish. Each.... $1.75



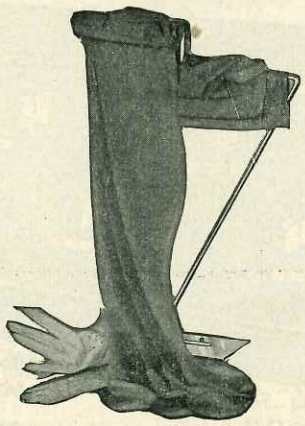
Triple Display

No. MS-509—23" overall. Three 5½" display spaces. Center arm adjustable. Chrome Finish. Each $3.20



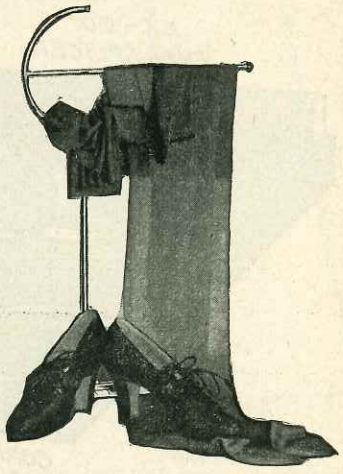
Triple Display

No. MS-508—23" overall. Three 5½" display spaces. Center display arm adjustable. Chrome Finish. Each $3.20



Two-Step

No. MS-1025—16½" height, 4x6" base. Chrome Finish. Each $2.50

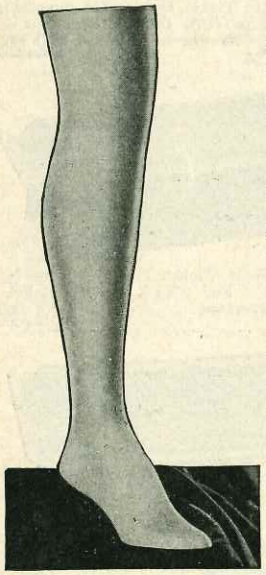


Hosiery and Scarf Stand

No. MS-1026—19½" high. Draping arm 12" long, 3x5" base. Chrome Finish. Each..... $3.50

Fairy Form Hosiery Displayers

Stand Anywhere Without Support



Women's ThiHi

No. FF-W-4—All the beauty and charm of the perfectly proportioned leg are expressed by this attractive form. For best results, all women's forms should be fitted with 8 or 8½ size hosiery. Height of forms 23". A pair..... $10.00

For displaying knee-length hosiery, this form is made 4" shorter, the women's LoThiHi No. FF-W-4A. Height 19". A pair.. $9.25

Women's CalfHi

No. FF-W-1 — Combining grace with usefulness, this model is proclaimed a leader for hosiery of all types and grades. Height of forms 13½ in. A pair..... $5.50

Women's LoNeHi

No. FF-W-2—All types of hosiery, including sports hose, are effectively displayed by this rightly popular model. Height of forms 15½ in. A pair. $6.00

Children's Forms

No. FF-C-1—Children's socks attractively displayed on these forms stimulate their sale. Size 6½ fits them perfectly. Height of forms 9½ in. A pair..... $5.00

Men's CalfHi

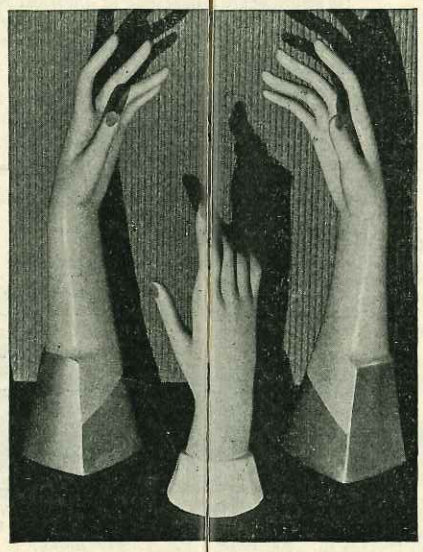
No. FF-M-1—Men's hose are attractively presented with striking appeal by this convenient form. Use a 10½ or 11 size stocking. Height of forms 11¾ in. A pair..... $6.00

RUBBER DISPLAY HANDS and HOSIERY DISPLAYERS

Perfectly firm and rigid yet resilient enough under heavy pressure or knocks to be unbreakable and impervious to dents. This unbreakable feature makes them the most economical equipment you can buy.

Atmospheric conditions or age do not affect these forms, therefore they do not warp or split.

The natural flesh color finish does not chip or crack. Its perfectly smooth unbreakable texture is insurance against snagging the sheerest of fabrics.



RPT-2 RPT-5 RPT-2

Ladies' Long Glove Hand

No. RPT-2—Made of rubber, fingers flexible, will not rip gloves.

Each.....$3.50 Per pair..... $7.00

Ladies' Short Glove Hand

No. RPT-5—Made of molded rubber, fingers flexible, will not rip gloves.

Each.....$2.50 Per pair..... $5.00

RPT-12 RPT-11 RPT-10 RPT-8

LADIES' CALF HIGH HOSIERY FORM

No. RPT-12—Molded of flexible rubber, will not tear hose. Patented base holds toe and foot of hose in place.

Each.....$2.75 Per pair..... $5.50

LOW KNEE HIGH HOSIERY FORM

No. RPT-11—Made of molded rubber, will not tear hose. Patented base holds toe and foot of hose in place.

Each.....$3.00 Per pair..... $6.00

LADIES' KNEE HIGH HOSIERY FORM

No. RPT-10—Molded of flexible rubber, will not tear hose. Patented base holds toe and foot of hose in place.

Each.....$3.50 Per pair..... $7.00

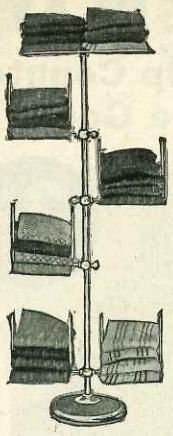
LADIES' SHEER HOSIERY HAND DISPLAYER

No. RPT-8—Made of molded rubber, will not tear hose. Practically unbreakable.

Each.....$3.50 Per pair..... $7.00

SMART WINDOW OR COUNTER DISPLAYERS

Leading the Field in Popularity for Their Utility and Beauty



MEN'S SOCK DISPLAYER

A Real Window Merchandiser

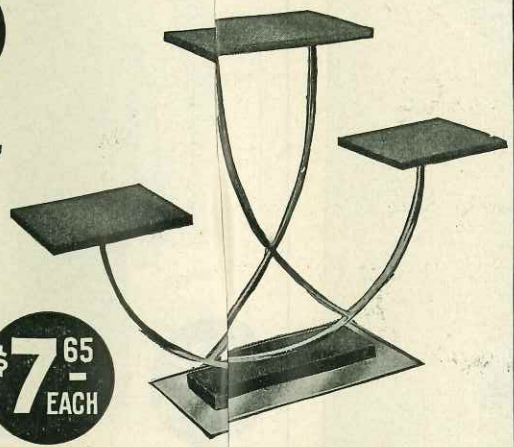
No. MS-2086—24 in. high. Three single shelves 3⅞x6 in. and one double shelf at bottom, adjustable on standard with metal risers on sides. 6x8-in. metal shelf on top for mass display. **Chrome** Finish with **Silvertone** shelves. Each **$6.50**

FOUR SHELF DISPLAYER

No. MD-824-S—Beautiful **Silvertone** Finish. Each..... **$7.65**

No. MD-824-C—Brilliant **Chrome** Finish. 25" high. 5x6" shelf at top, outside standards 13" and 19" high with 5x8" shelves. Lower shelf 5x12". 7" high. Each..... **$8.65**

Beautiful Ebony Wood Shelves.

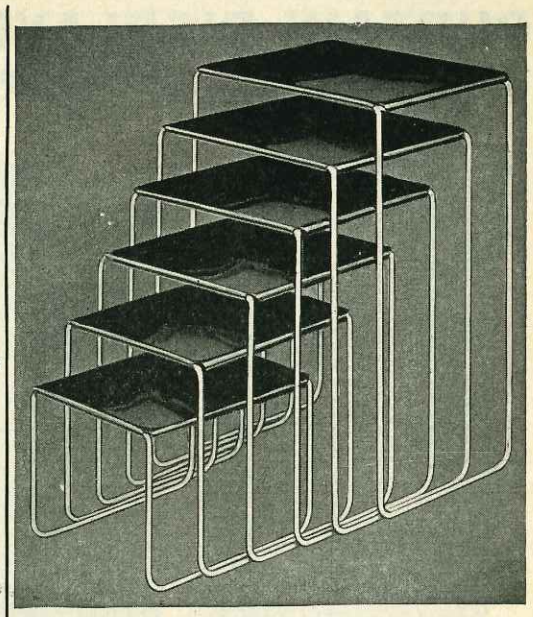


THREE SHELF DISPLAYER

No. MD-823-S — Beautiful **Silvertone** Finish. Each..... **$7.65**

No. MD-823-C—Brilliant **Chrome** Finish. 17" high. 6x8" shelf. 6x6" shelves, 6" high. Each **$8.65**

Beautiful Ebony Wood Shelves.



No. MD-340 NEST OF 6 DISPLAY TABLES

Size:	Table Tops	Height	Table Tops	Height
	14½x12	24	11½x12	15
	13½x12	21	10½x12	12
	12½x12	18	9½x12	9

Finish: Rustproofed Chromolite Framework — Lithographed steel tops.
Color: Black.
Shipping Weight: 29 lbs., packed 1 nest in carton.
Per nest of 6 tables..... **$9.00**

COMPLETE YOUR ASSORTMENT OF TOPS NOW

CURVED BARS

No. MT-220-A—¼x12", fit ¼".
CHROME. Each... **$0.40**
Silvertone. Each... **.35**

No. MT-220-B—¼x14", fit ¼".
CHROME. Each... **.40**
Silvertone. Each... **.35**

No. MT-220-C—⅜x16", fit ⅜".
CHROME. Each... **.65**
Silvertone. Each... **.55**

TEE BARS

No. MT-110-A—¼x8", fit ¼".
CHROME. Each... **$0.35**
Silvertone. Each... **.25**

No. MT-110-B—¼x12", fit ¼".
CHROME. Each... **.35**
Silvertone. Each... **.25**

No. MT-110-C—¼x15", fit ¼".
CHROME. Each... **.35**
Silvertone. Each... **.30**

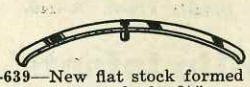
No. MT-110-D—5/16x18", fit ⅜".
CHROME. Each... **.60**
Silvertone. Each... **.45**

No. MT-110-E—5/16x24", fit ⅜".
CHROME. Each... **.65**
Silvertone. Each... **.55**

DRAPING TEE BARS

No. MT-620-A—22" spread, fit ⅜".
CHROME. Each... **$0.80**
Silvertone. Each... **.65**

No. MT-620-B—24" spread, fit ⅜".
CHROME. Each... **.90**
Silvertone. Each... **.75**



No. MT-639—New flat stock formed top, 14" spread, fit ⅜".
CHROME. Each... **$0.85**

No. MT-638—Same as above, fit ¼".
CHROME. Each... **.85**

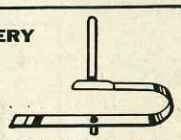
GARMENT

No. MT-632—14" spread, ornamental trim, fit ⅜". **CHROME**... **$0.95**

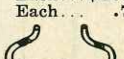
No. MT-636—14" spread, plain, fit ⅜".
CHROME. Each... **.65**
Silvertone. Each... **.55**

No. MT-655—14" spread, fit ⅜".
CHROME. Each... **$0.90**
Silvertone. Each... **.65**

HOSIERY



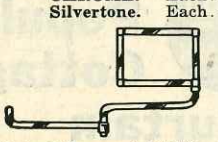
No. MT-489—10" spread, card holder rest at top, supplied with ¼x15" extension rod.
CHROME. Each... **$1.05**
Silvertone. Each... **.75**



No. MT-488—5½" spread, fit ¼".
CHROME. Each... **$0.50**
Silvertone. Each... **.40**

HOSIERY

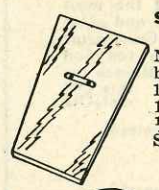
No. MT-504—7½" spread, fit ¼". Slotted for ticket.
CHROME. Each... **$0.60**
Silvertone. Each... **.50**



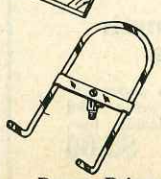
No. MT-502-A—14" spread, fit ¼". 3½x5½" card holder.
CHROME. Each... **$1.10**
Silvertone. Each... **.80**

No. MT-502-B—Same as above, except no card holder.
CHROME. Each... **$1.00**
Silvertone. Each... **.65**

SHIRT



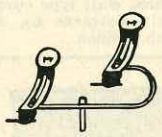
No. MT-684 — Formed balsa wood shirt top. Top 10". Bottom 7". Length 15". Ratchet fitting, fit ¼".
Silvertone. Each. **$1.00**



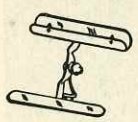
No. MT-681—Shirt and Box, ratchet fitting, fit ¼".
CHROME. Each. **80¢**
Silvertone. Each. **65¢**

Bronze Prices Same as Silvertone

SHOE



No. MT-471—Arched type, fit ¼". Cross-bar
CHROME.
Tops **Silvertone.**
Each **$0.60**
All **Silvertone.**
Each **$0.55**

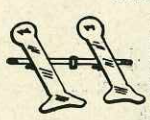


No. MT-482—Double adjustable, fit ¼". **Silvertone.** Each..... **$0.60**

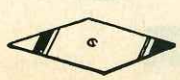
No. MT-474—Flat metal, adjustable heel clip, ratchet fitting, fit ¼".
CHROME. Each.... **$1.10**
Silvertone. Each.... **.85**

No. MT-476—Flat metal, individual adjustable heel clips, ratchet fitting, fit ¼".
CHROME. Each..... **$1.00**
Silvertone. Each..... **.80**

No. MT-483—¼" polished plate glass, adjustable heel clip, ratchet fitting, fit ¼".
CHROME. Each..... **$1.30**



No. MT-481-A — Tee Bar type, fit ¼". Tops adjustable.
CHROME. Each.. **$1.30**
Silvertone. Each.. **.80**
No. MT-481-B — Same as above, except **CHROME** with **Silvertone** shoe holders. Each.. **$0.90**

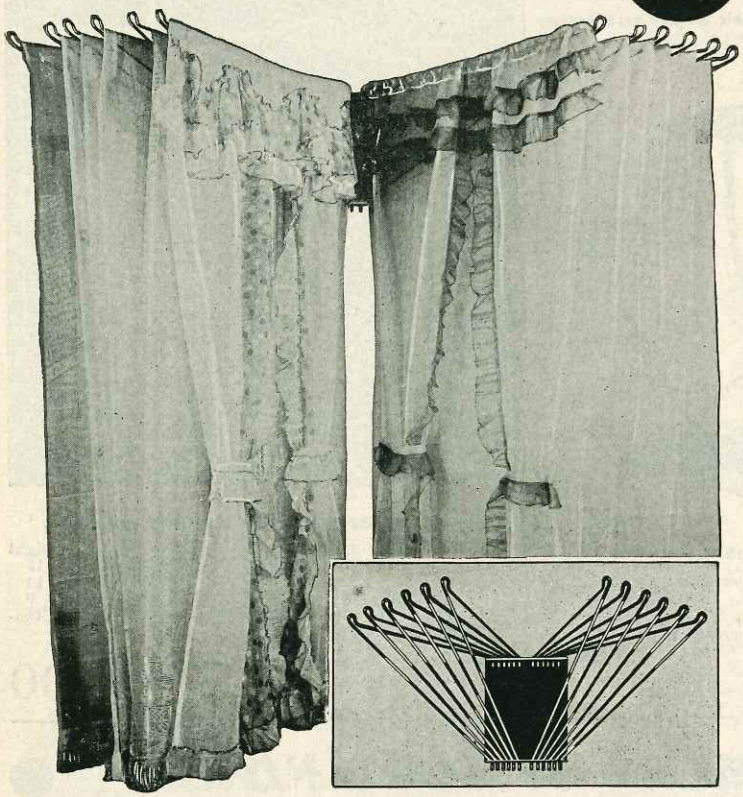


No. MT-360
5x5" square top, fit ¼"
CHROME, Ea. **$0.85**

CURTAIN DISPLAYER

Wall Type **Shows 12 Pairs**

$6.95 EACH



No. MR-28—A practical wall type curtain displayer. Shows 12 full-length curtain patterns on 40" spread swinging arms. **Bronze** Finish. Each..... **$6.95**

$3.85 EACH

Popular Cottage Curtain Displayer

Counter Type

No. MR-841—Double-arm cottage curtain displayer. Fastens to your counters. Make the most of your counter space and show curtains naturally. Cross-arms take standard curtain rod and fitment for trims. **Bronze** or **Silvertone** Finish. Each..... **$3.85**

Specify Finish Desired.

For Full-Length Curtains

No. MR-842—Same as above except full-length curtains and without adjustable lower bar. **Bronze** or **Silvertone** Finish. Each..... **$3.00**

Specify Finish Desired.

UTILITY COUNTER DISPLAYS

FOR INFANTS' WEAR

$1.75 EACH

A utility overcounter displayer for infants' wear, lingerie, sweaters, blouses, etc. 36" high, 12" extending arm at top. 5½x3½" card holder. **Bronze** or **Silvertone** Finish.

No. MR-280—Rack only. No hangers. Each..... **$1.75**

No. MR-281—Rack complete with assorted pink and blue decorated wood hangers. Each..... **$2.35**

No. MR-282—Rack complete with five 12" wire hangers. Each..... **$1.95**

Specify Finish Desired.

Step-Up Infants' Wear —Over Counter

$1.70 EACH

15/30" extension with heavy base. **Bronze** or **Silvertone** Finish.

No. MS-691 — Rack only. no hangers. Each..... **$1.70**

No. MS-692 — Complete with five 12" wire hangers. Each..... **$1.90**

No. MS-690 — Complete with assorted pink and blue decorated wood hangers. Each..... **$2.30**

Step-Up Counter Piece Goods

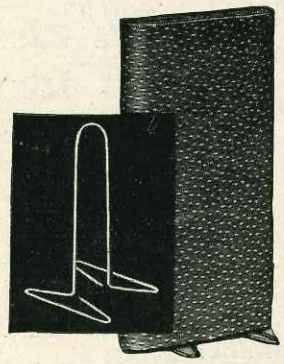
$3.65 EACH

No. MR-592—Utilize your valuable counter space with this six-step display rack. Complete with 5" open card holder. **Bronze** Finish. Each.. **$3.65**

Bolt Goods

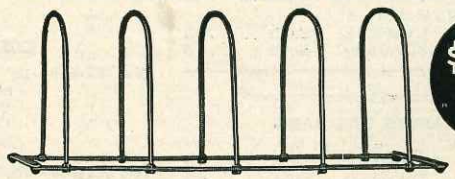
No. MR-583—12" high sturdy individual piece goods displayer. **Bronze** Finish. Per dozen..... **$2.75**

No. MR-582—8" high sturdy individual piece goods displayer. **Bronze** Finish. Per dozen..... **$1.80**



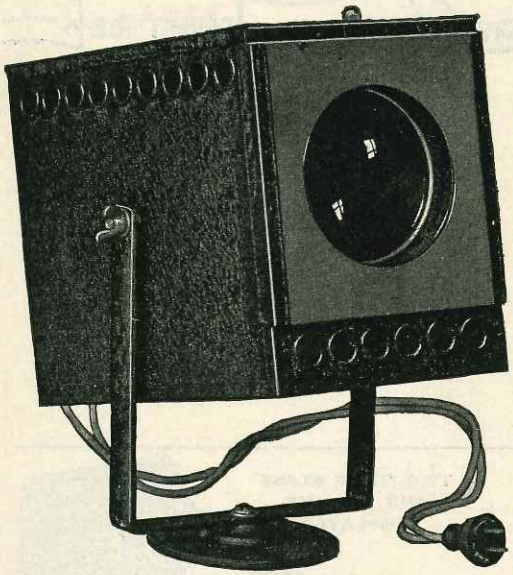
Counter Piece Goods Rack

$1.90 EACH



No. MR-689—Displays five bolts. All-metal construction. Base equipped with rubber bumpers. **Bronze** Finish. Each..... **$1.90**

FLOOD and SPOTLIGHTS



1000 WATT SPOT

LOW IN COST--HIGH IN EFFICIENCY

The last word in spotlights because they are scientifically designed and well constructed. A compact, yet powerful and efficient spot or floodlight that can be mounted anywhere in a minute and adjusted in less time than that. Equipped with a high grade optical glass lens and polished reflector designed to get the maximum efficiency from the light source. **1000 Watt Spot,** complete as shown, less Lamp Bulb..... **$10.00**

400 WATT SPOT

THE BEST WONDE SPOTLIGHT

is a low priced, high qu spot or flood-light that will give you enetrating light where you want it with nimum of cost.

Neat in appearance, lig weight, amply ventilated, easily moun to the ceiling, wall or on a shelf becau the universal mounting bracket.

For Footlights, Spotti Lobby Displays or anywhere that you wa brilliant, concentrated beam of whit colored light.

Supplied with Asbesto rd, Plug, Mirror, Lens, Universal Mou g Bracket and one Color Holder, attra ly finished in Durable Black Wrinkle ed-on Enamel. **400 Watt Spot,** comple as shown, less Lam Bulb..... **$5.00**

LIGHT-- COLOR ACTION

Here is the answer to all unique and individual color lighting effects.

The BESTOMATIC

The **Bestomatic** is not just another spotlight with a color wheel; it is different. A few reasons why it is different:

It is motor-driven—entirely automatic—just plug it in the lighting circuit and it starts to operate immediately.

It is small (12-in. by 12-in. by 12-in.) and is therefore easily masked and **easy to handle.**

It operates perfectly at any angle. It has two speeds—either 14 or 28 color changes per minute.

Scientifically designed reflector mounted on Lamp Socket insures maximum light either at spot or flood.

It is equipped with an easily adjusted focusing attachment whereby a concentrated spot 3 feet in diameter can be increased to a spread of 12 feet in diameter at a distance of 10 feet. Greater spread at longer distance.

Scientifically designed to prevent overheating when used with 400 watt lamp—insuring long lamp life.

The Color Wheel has seven (7) colors of the very best moisture-proof gelatine obtainable.

The Color Wheel revolves around the Spotlight, thus giving a beautiful sweeping action—one color seemingly being swept away by the appearance of another.

Loosen one knurled screw to remove the color wheel and the lamp becomes a baby spotlight.

The use of Aluminum Castings and High Grade Sheet Metal afford lightest weight and greatest durability.

The base is constructed with two swivel joints permitting the **Bestomatic** to be quickly and easily adapted to any desired angle.

The following Medium Screw Base lamps may be used with the **Bestomatic**—250 Watt or 400 Watt 115 Volt Type G-30 and 500 Watt 115 Volt Type T-20.

Bestomatic Color Spotlight for 110 Volt A. C. 60 cycle current only—
less lamp bulb..... **$18.00**
Equipped for 110 Volt D. C. current only—less lamp bulb..... **$22.50**

HAND OPERATED

Color Wheels

Come complete with four colors and bracket . . . no holes to drill . . . bracket slips in the two flanges on front of spot and can be put on or removed at will.

Color Wheel for 400 Watt Spot

Each Only

$1.75

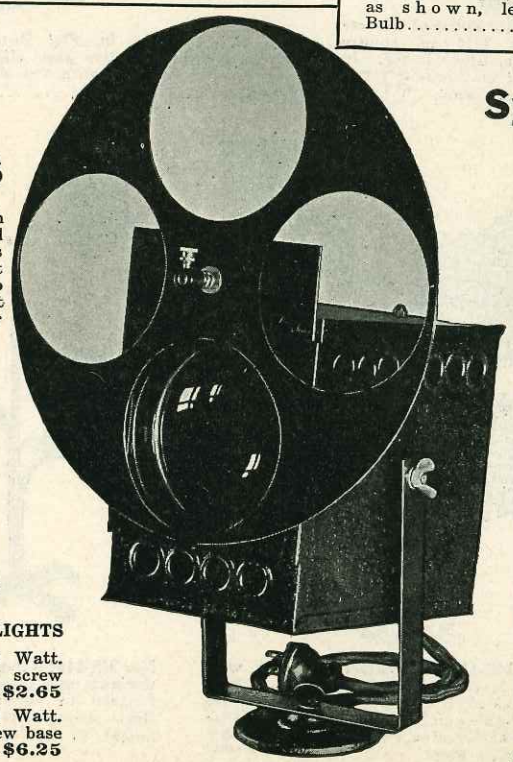
COLOR WHEEL

For 1000 Watt Spot.
Each **$3.50**

BULBS FOR SPOTLIGHTS

No. G-30 — For 400 Watt. Short neck medium screw base bulb. Each..... **$2.65**

No. G-40 — For 1000 Watt. Short neck Mogul screw base bulb. Each..... **$6.25**



Synchronous Automatic Color Wheel Attachment

for 400 Watt Spot and 1000 Watt Spot

Comes plete with synchronous otor, cord, plug and mou g bracket, bracket mounts amp in the same manner he hand-operated color w el attachment. Large w has six transoline colo which are waterproof an e motor has been designed give long life.

Automat olor wheel attachment co ete for use with A. C. 10 60 C. Cur only, ea **$7.00**

400 Wat potlight. Each **$5.00**

Complete **$12.00**

INTERIOR FLOODLIGHT

No. LF-506—Throws a wide-angle flood of light and will cover an entire surface 12 to 14 feet with light or color. Use 150 and 200 Watt Type C Mazda Lamp only. Packed in individual cartons. Weight 3½ lbs. Complete with universal bracket, socket and separable plug, four feet of heater cord and adjustable shutter (color screens not included). Each..... **$2.95**
Including set of 6 assorted color screens..... **$3.25**

LF-506 Floodlight

INTERIOR SPOTLIGHT

No. LS-505—Has a very brilliant center beam 36 to 48 in. in diameter, for featuring some particular display, by reason of its wonderful brilliancy. Use 150 and 200 Watt Type C Mazda Lamp only. Packed in individual cartons. Weight 3½ lbs. Complete with universal bracket, socket and separable plug and four feet of heater cord and adjustable shutter (color screens not included). Each... **$2.95**
Including set of 6 assorted color screens..... **$3.25**

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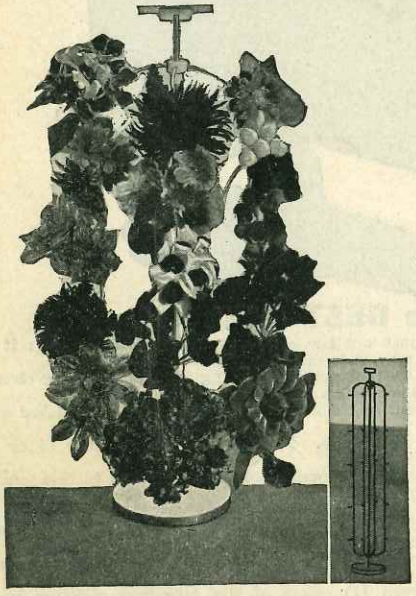
CATALOG No. 117

Clever-Genuine Polished Chrome and Glass Displayers Enhance the Value of Your

Accessory Merchandise Displays



REVOLVING FLOWER AND KERCHIEF DISPLAYER

No. MS-121—5 in. Round Base ¼x18½ in. high Center Post to which are attached 4 revolving wire arms — each equipped with 5 Bal Point Handkerchief Clips. Height overall 21¾ in. Finished in **Genuine Polished Chrome** with lacquered wire arms and clips. 2½x3¼ "Monitor" Card Holder. Each **$5.50**

GLASS AND POLISHED CHROME

No. MS-1161—8 in. in diameter Single Glass Shelf Displayer supported by 8 in. in diameter 5/16 in. **Polished Chrome** uprights mounted on 5 in. **Polished Chrome** Disc Base. Weight 2½ lbs. Priced at, each.... **$3.00**

MOULDED RUBBER HAND GLOVE DISPLAYER

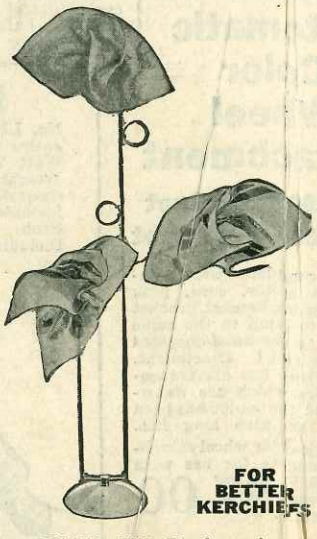
No. MS-207 —4x8 in. Flat **Polished Chrome** Felted Bas with two 3/16 in. square uprights wi h two 1¼ in. Glove Loops. 10 in. high ove all, width 22 in. Genuine **Polished Chrome** Finish. Each.. **$7.50**

TWO-SHELF GLASS AND CHROME DISPLAYER

No. MS-1162—3x6 in. Flat Base, 8 in. in diameter circle upright with two glass clips attached, all genuine **Polished Chrome** with two 6x8 in. Glass Shelves. Each **$3.75**

ACCESSORY GROUP DISPLAYER

No. MS-1165—5 Glass Shelf Display supported by beautifully designed **Polished Chrome** Metal Base. Clips and Uprights with 6x8 in. Glass Shelves. Two lower shelves spaced 7½ in., middle shelves 16½ in. and top shelf 24 in. from floor. Overall width 33 in. Each **$20.00**



FOR BETTER KERCHIEFS

No. MS-558—This Displayer in **Polished Chrome** is 19 in. high overall with a 3x¾ in. Mushroom Base and six 1 in. in diameter rings with ⅛ in. round solid metal upright. Each..... **$2.50**

SWIVEL ADJUSTABLE ACCESSORY DISPLAYER

No. MS-1163—4 Swivel Uprights with clips 5, 10, 15 and 20 in. high to hold the 6x8 in. Glass Shelves. Uprights are removable and Swivel in Metal Disc Base of **Genuine Polished Chrome.** Each **$8.25**

THREE-SHELF GLASS AND CHROME DISPLAYER

No. MS-1164—Base 8x10 in., square rod uprights and glass clips of sturdy steel finished in genuine **Polished Chrome.** Glass shelves 6x8 in. Overall height 25 in. Each..... **$9.00**